NANJING
2014
YOUTH OLYMPIC GAMES

YOG
DNA

第二届夏季青年奥林匹克运动会
形象景观工具包

The 2nd Summer Youth Olympic Games
Kit of Parts

前 言

南京2014年青年奥林匹克运动会形象景观工具包是南京2014年青奥会形象景观设计的运用工具包。内容包括核心图形、会徽、主题口号等青奥会基础形象元素在青奥会场馆内外的组合运用规范，形象景观工具包是南京2014年青年奥林匹克运动会形象景观运用实施的最重要的指南性基础文件、是建立统一的南京2014年青年奥林匹克运动会形象景观的基础。

为了保证南京2014年青年奥林匹克运动会形象景观工具包的权威性、严肃性和一致性，尊重、保护和提升南京2014年青年奥林匹克运动会形象价值，根据以往国际大型运动赛事的惯例，南京2014年青年奥林匹克运动会大型活动策划部通过制定本指南对形象景观工具包的基本标准与应用做出了规范。任何获权使用形象景观工具包的机构或个人都必须严格执行本规范。任何机构和个人都无权在未得到南京2014年青年奥林匹克运动会授权的情况下修改形象景观工具包，因为任何不符合本规范的使用都有可能对南京2014年青年奥林匹克运动会的形象造成损害。

南京青奥会组委会　2013年9月
Nanjing YOG Organising Committee Sept. 2013

CONTENTS | 目 录

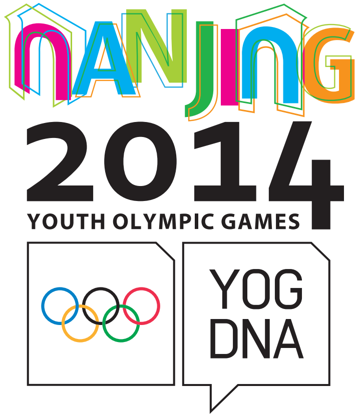
第一部分 | 基础元素

基础元素 | 会徽 004
基础元素 | 口号 005
基础元素 | 吉祥物 006
基础元素 | 体育运动图标 007
基础元素 | 吉祥物运动图标 008
基础元素 | 核心图形 009
基础元素 | 元素排列 010

第二部分 | 景观应用

场馆内 | 比赛场地周边围挡（规格A） 012
场馆内 | 比赛场地周边围挡（规格B） 013
场馆内 | 足球场地周边围挡（规格A） 014
场馆内 | 足球场地周边围挡（规格B） 015
场馆内 | 训练场地周边围挡（规格A） 016
场馆内 | 训练场地周边围挡（规格B） 017
场馆内 | 观众席装饰带（大型场馆） 018
场馆内 | 观众席装饰带（小型场馆） 019
场馆内 | 混合区墙面装饰 020
场馆内 | 观众出入口（用法A） 021
场馆内 | 观众出入口（用法B） 022
场馆内 | 运动员出入口（用法A） 023
场馆内 | 运动员出入口（用法B） 024
场馆内 | 临时看台侧面装饰 025
场馆内 | 屏幕周边 026
场馆外 | 等人高围栏 027
场馆外 | 安检口 028
场馆外 | 功能篷 029
场馆外 | 观众信息服务亭 030
场馆外 | 旗帜元素（A） 031
场馆外 | 旗帜元素（B） 032
场馆外 | 单幅旗帜组合 033
场馆外 | 双幅旗帜组合 034
场馆外 | 挂旗元素 035
场馆外 | 挂旗组合（小空间） 036
场馆外 | 挂旗组合（大空间A） 037
场馆外 | 挂旗组合（大空间B） 038
场馆外 | 竖幅元素 039
场馆外 | 竖幅组合 040
场馆外 | 起终点 041
场馆外 | 颁奖仪式 042
场馆外 | 新闻发布会 043
景观物品 | 锥筒（A） 044
景观物品 | 锥筒（B） 045
景观物品 | 水上漂浮物 046
景观物品 | 水马 047
景观物品 | 腰线 048
景观物品 | 地贴 049
景观物品 | 路障 050
景观物品 | 桌布 051
景观物品 | 告示牌 052
景观物品 | 演讲台 053
景观物品 | 麦克风 054
景观物品 | 摄像平台 055
景观物品 | 电梯装饰 056

第一部分 | 基础元素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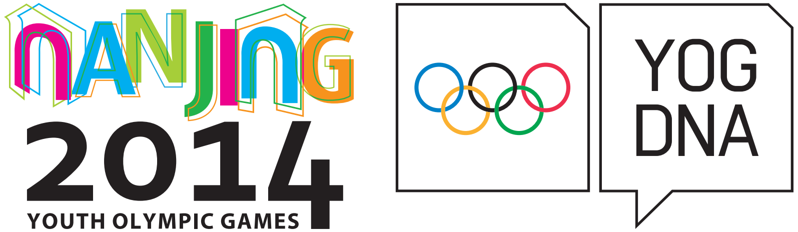
竖版会徽图形


NANJING
2014
YOUTH OLYMPIC GAMES
YOG
DNA

横版会徽图形

分享青春 共筑未来

主题口号中文文字形象全色应用

分享青春 共筑未来

Share the Games Share our Dreams

主题口号中英文文字形象全色应用，英文字体采用60%K的灰度色（C0M0Y0K60）

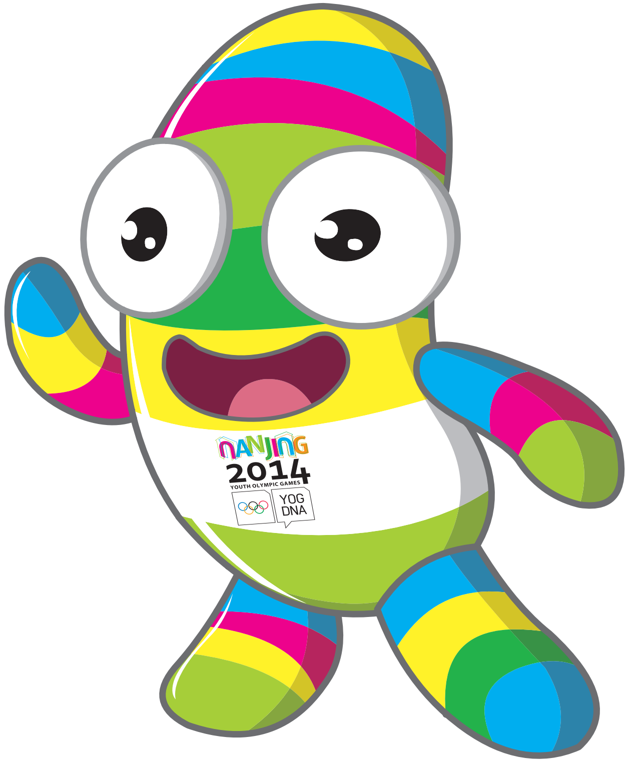
Share the Games Share our Dreams

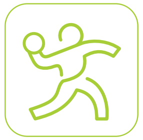
Partageons les Jeux Partageons nos rêves

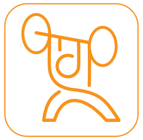
Share the Games Share our Dreams

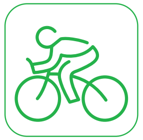
Partageons les Jeux Partageons nos rêves

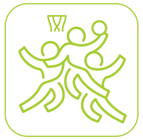
主题口号英法文文字形象全色应用

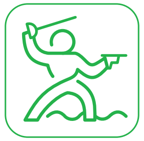

NANJING
2014
YOUTH OLYMPIC GAMES
YOG
DNA

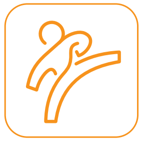

手球
Handball

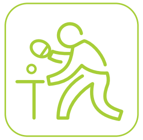

举重
Weightlifting

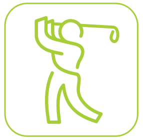

自行车
Cycling

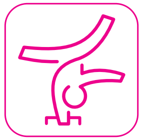

三人篮球
3X3 Basketball

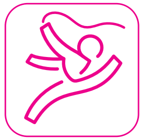

现代五项
Modern Pentathlon

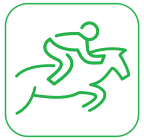

跆拳道
Taekwondo

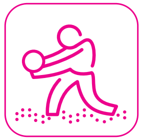

乒乓球
Table tennis

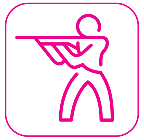

高尔夫
Golf


竞技体操
Artistic


艺术体操
Rhythmic


马术
Equestrian


沙滩排球
Beach Volleyball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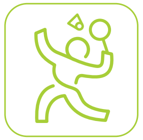
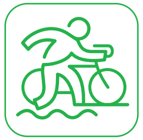
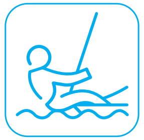
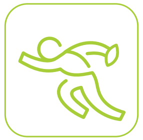
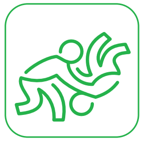
Shooting

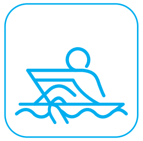

羽毛球
Badminton

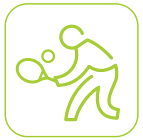

铁人三项
Triathlon

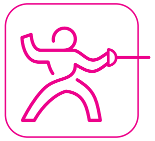

帆船
Sailing

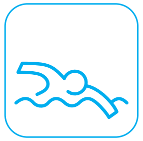

橄榄球
Rugby

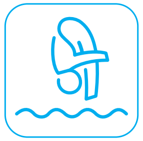

柔道
Judo

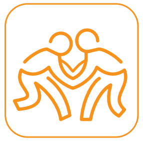

赛艇
Rowing

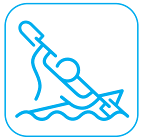

网球
Tennis

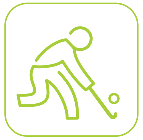

击剑
Fencing

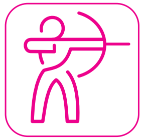

游泳
Swimming

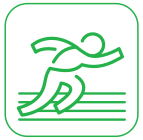

跳水
Diving

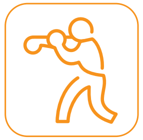

摔跤
Wrestling

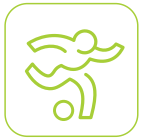

皮划艇
Canoe-Kayak

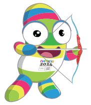

曲棍球
Hockey

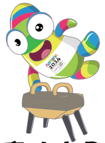

射箭
Archery

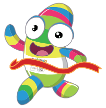

田径
Athletics

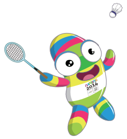

拳击
Boxing

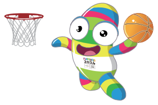

足球
Football

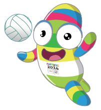

射箭
Archery

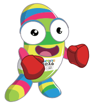

竞技体操
Artistic Gymnastics

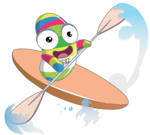

田径
Athletics

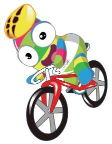

羽毛球
Badminton

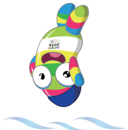

三人篮球
3x3 Basketball

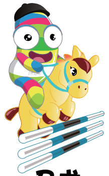

沙滩排球
Beach Volleyball

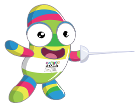

拳击
Boxing

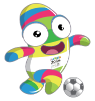

皮划艇
Canoe-Kayak

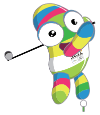

自行车
Cycling

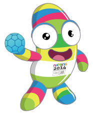

跳水
Diving

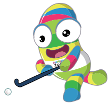

马术
Equestrian

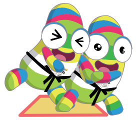

击剑
Fencing

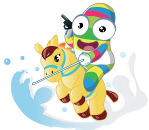

足球
Football

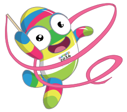

高尔夫
Golf

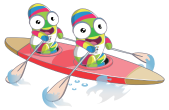

手球
Handball


曲棍球
Hockey


柔道
Judo


现代五项
Modern Pentathlon


艺术体操
Rhythmic Gymnastics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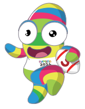
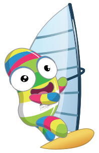
Rowing


橄榄球
Rugby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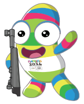
Sailing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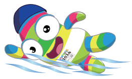
Shooting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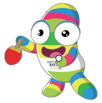
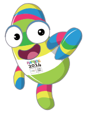

乒乓球
Table Tennis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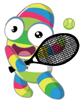
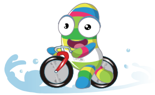
Taekwondo


网球
Tennis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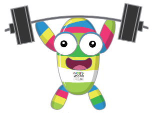
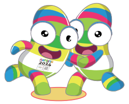
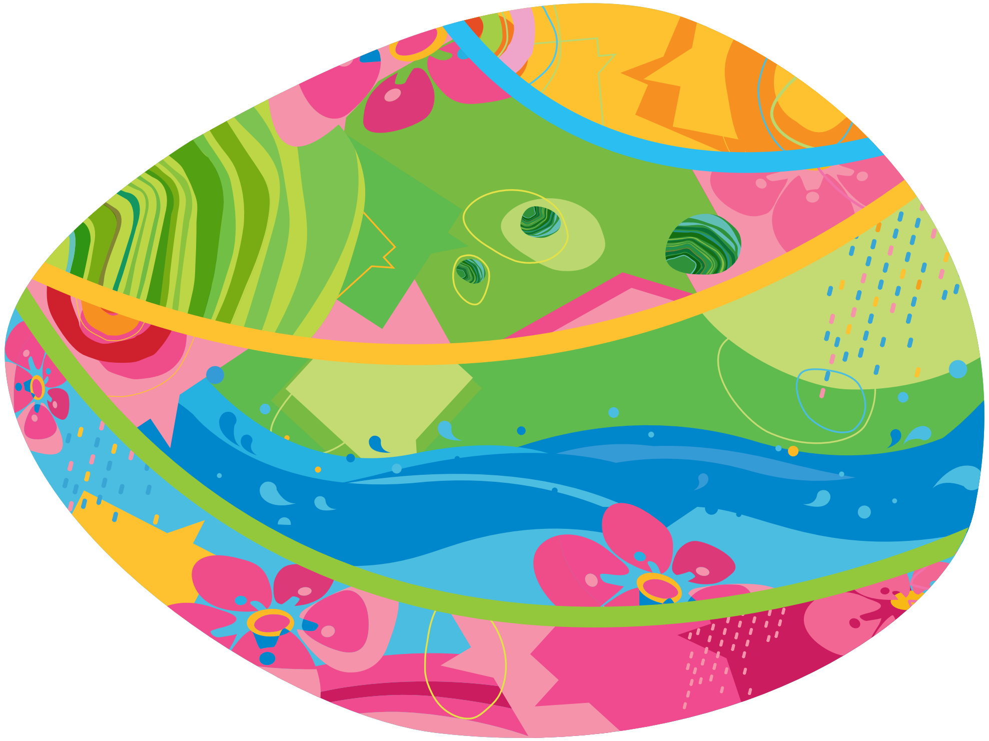
Triathlon


举重
Weightlifting


摔跤
Wrestling



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NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA

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分享青春 共筑未来

YOG DNA

YOG DNA
SPIRIT OF THE YOUTH OLYMPIC GAMES

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The 2nd Summer Youth Olympic Games

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YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA

NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES YOG DNA NANJING 2014 YOUTH OLYMPIC GAMES

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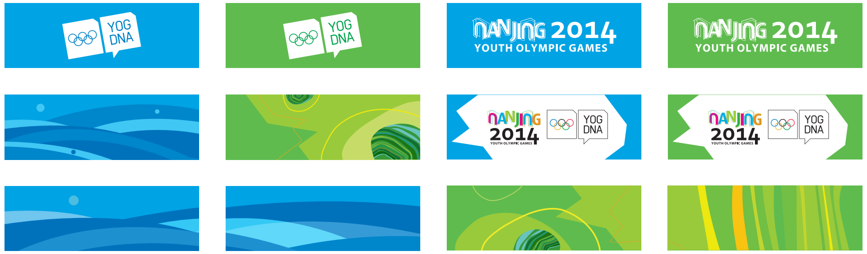
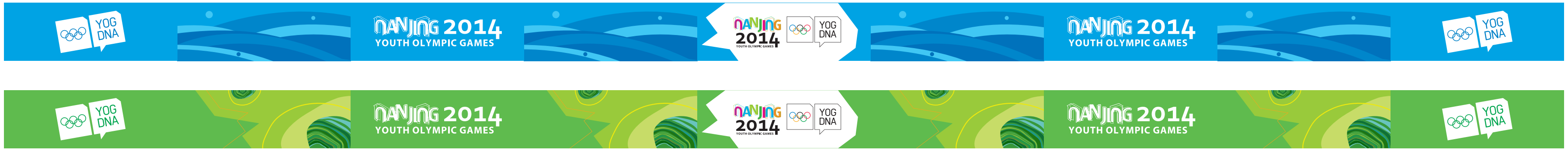
NANJING 2014 YOUTH OLYMPIC GAMES 分享青春 共筑未来 *Share the Games Share our Dreams Partageons les Jeux Partageons nos rêves* NANJING 2014 YOUTH OLYMPIC GAMES 分享青春 共筑未来 *Share the Games Share our Dreams Partageons les Jeux Partageons nos rêves* NANJING 2014 YOUTH OLYMPIC GAMES 分享青春 共筑未来 *Share the Games Share our Dreams Partageons les Jeux Partageons nos rêves*

第二部分 | 景观应用

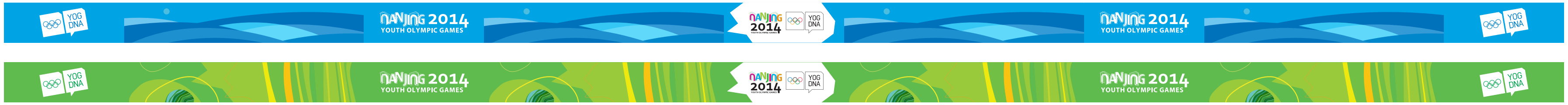

YOG DNA
NANJING 2014
YOUTH OLYMPIC GAMES

corrals and endcaps 围档和围档尾部

Diimensions(尺寸): (Height×Width×Depth)(高×宽×厚):	Corrals(围档)	End Caps(围档尾部)	Top Side(围挡顶部)
	0.6×1.8×0.45m	0.6×0.45m	0.1m


YOG DNA
NANJING 2014
YOUTH OLYMPIC GAMES

适用于小型场地或短幅使用


YOG DNA
NANJING 2014
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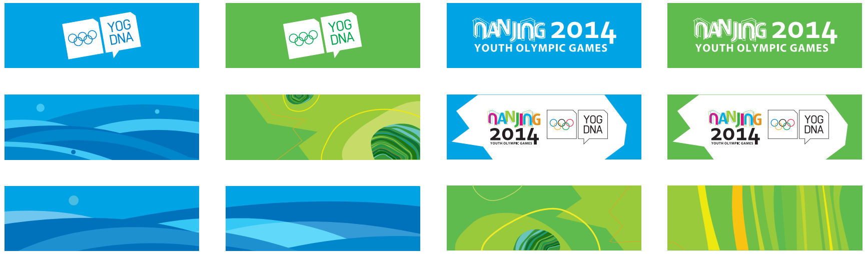
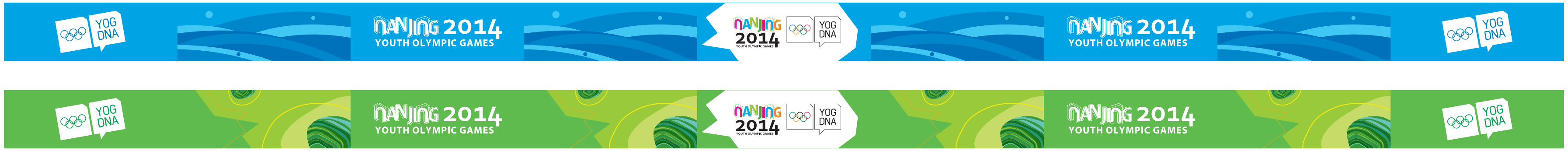
适用于大型场地或长幅使用


YOG DNA
YOG DNA
NANJING 2014
YOUTH OLYMPIC GAMES
NANJING 2014
YOUTH OLYMPIC GAMES
NANJING 2014
YOG DNA
NANJING 2014
YOG DNA

corrals and endcaps	围挡和围挡尾部		
Diimensions(尺寸): (Height×Width×Depth)(高×宽×厚):	Corrals(围挡) 0.9×2.7×0.45m	End Caps(围挡尾部) 0.9×0.45m	Top Side(围挡顶部) 0.1m


YOG DNA
NANJING 2014
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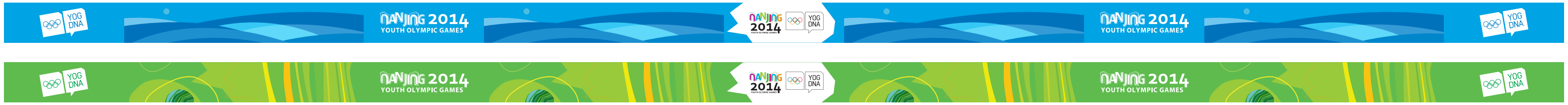
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NANJING 2014
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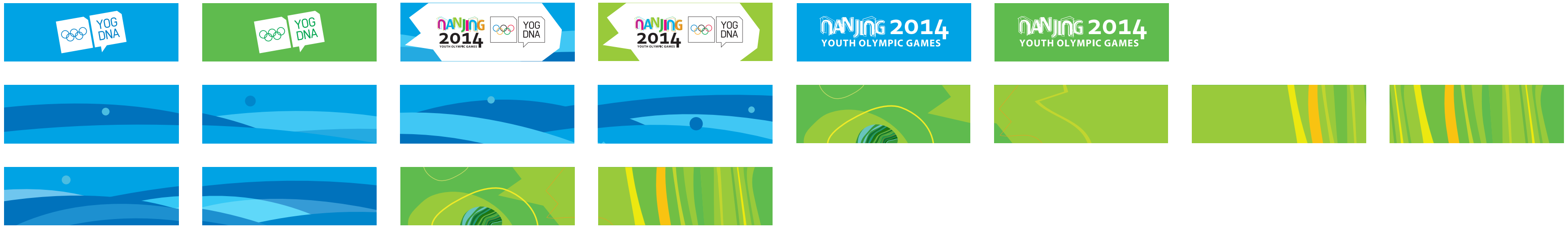
YOG
DNA
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corrals and endcaps 围档和围档尾部

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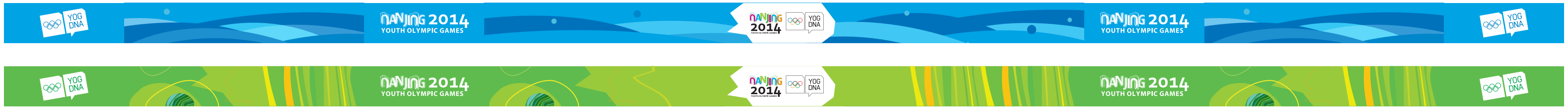
YOG
DNA
NANJING 2014
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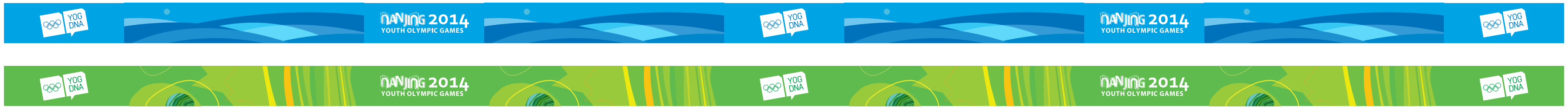
围挡组合建议排列方式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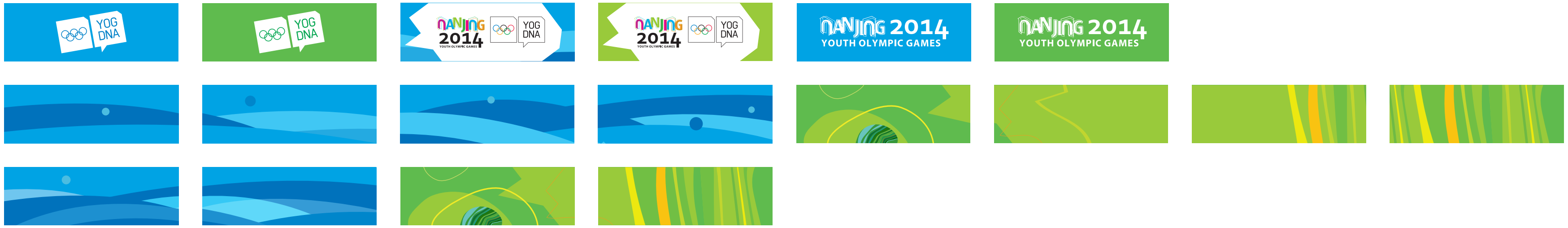
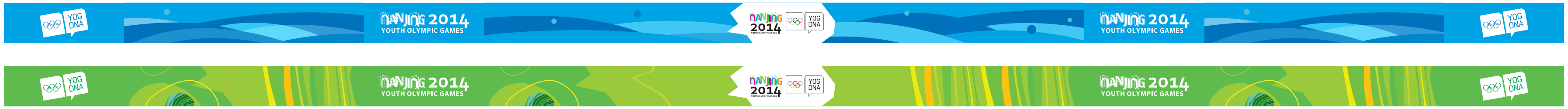
围挡组合可选择的排列方式


YOG DNA
NANJING 2014
YOUTH OLYMPIC GAMES

corrals and endcaps 围挡和围档尾部

	Corrals(围档)	End Caps(围档尾部)	Top Side(围挡顶部)
Diimensions(尺寸): (Height×Width×Depth)(高×宽×厚):	0.9×2.7×0.45m	0.9×0.45m	0.1m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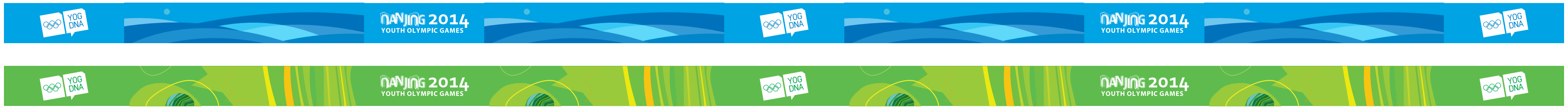
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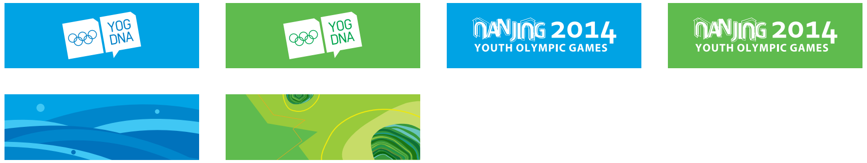
YOG
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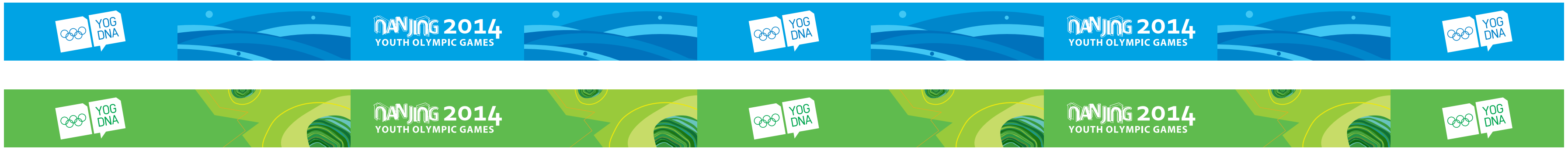
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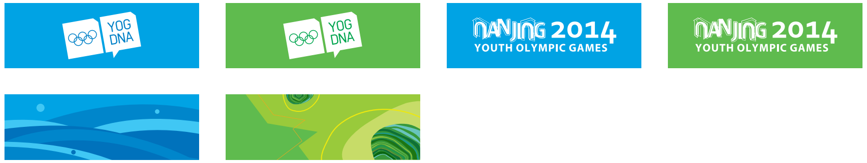
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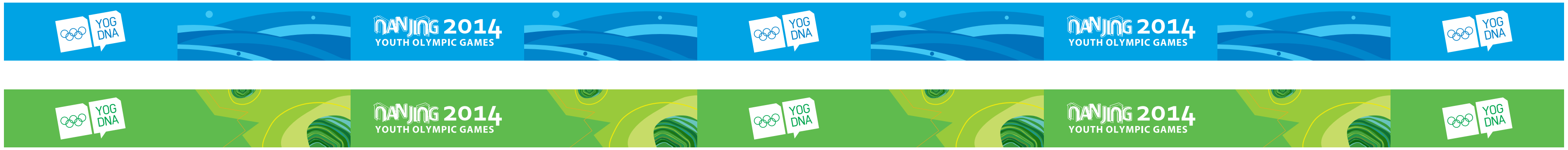
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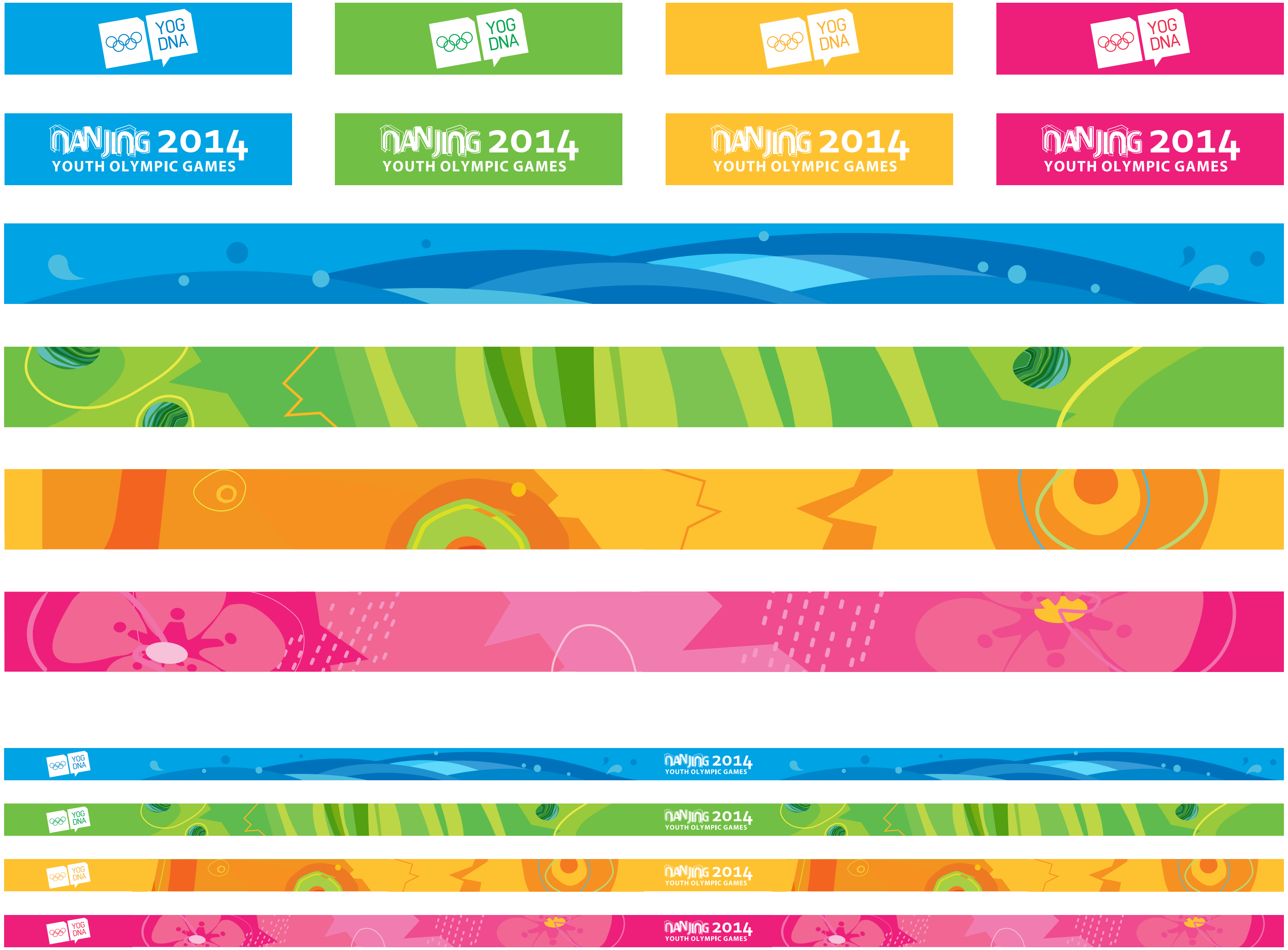
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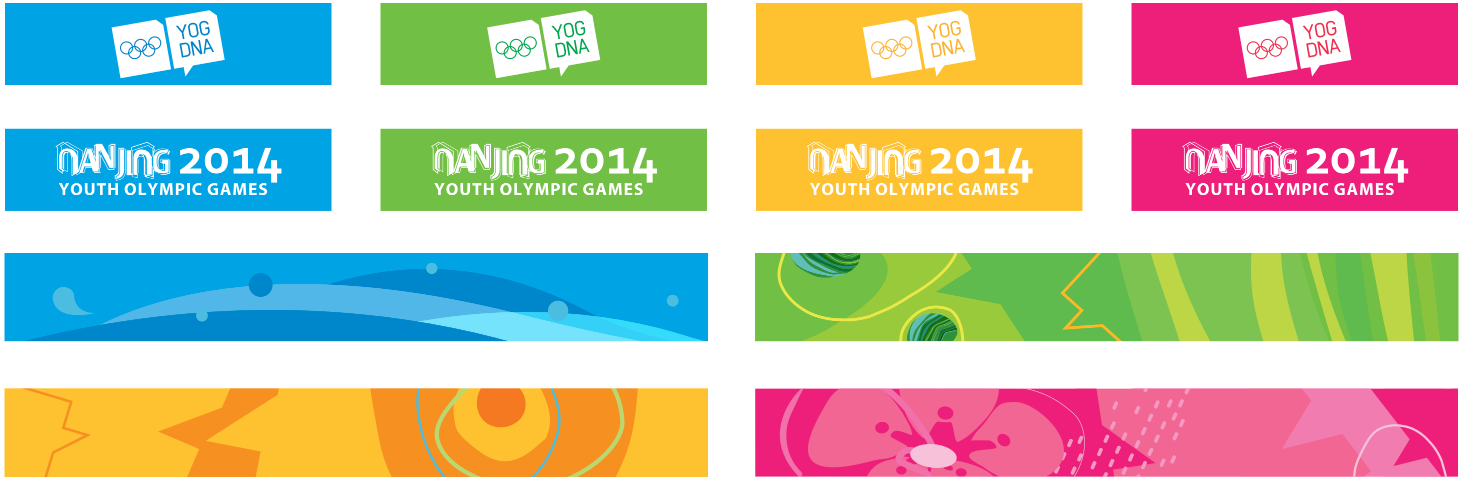
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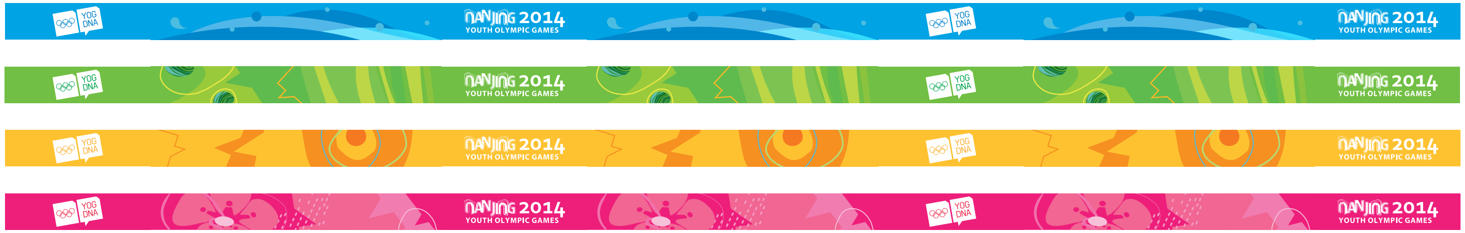
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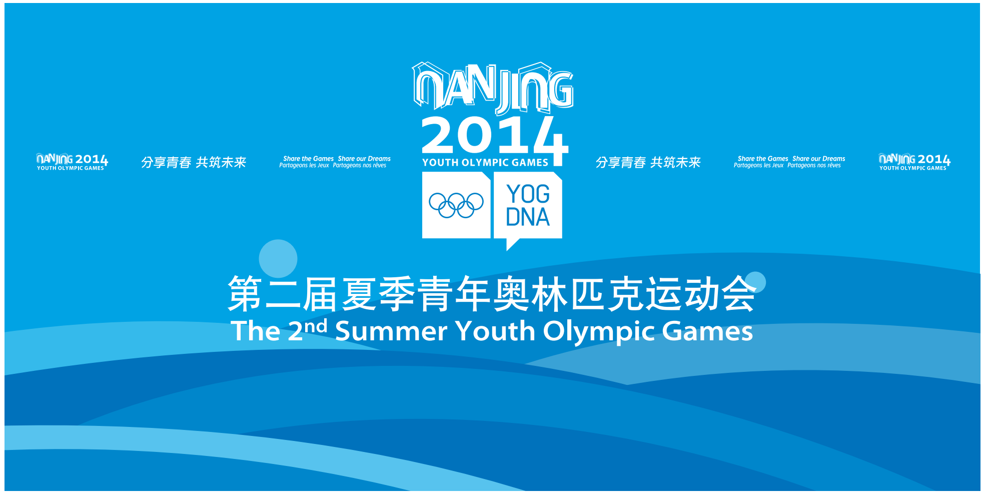
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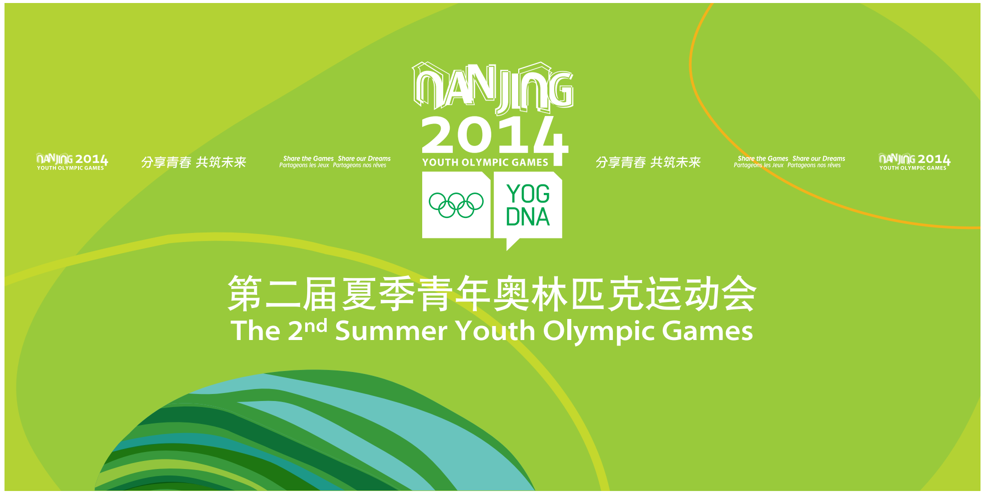
第二届夏季青年奥林匹克运动会
The 2nd Summer Youth Olympic Games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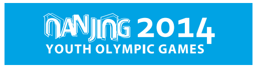
The 2nd Summer Youth Olympic Games

比例: 1:2
尺寸: 3000mm X 6000mm , 4000mm X 8000mm
备注: 物料尺寸根据现场具体环境调整


NANJING 2014
YOUTH OLYMPIC GAMES

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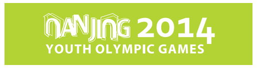
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YOUTH OLYMPIC GAMES

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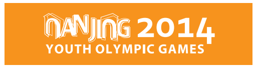
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YOUTH OLYMPIC GAMES

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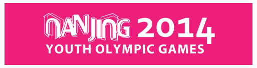
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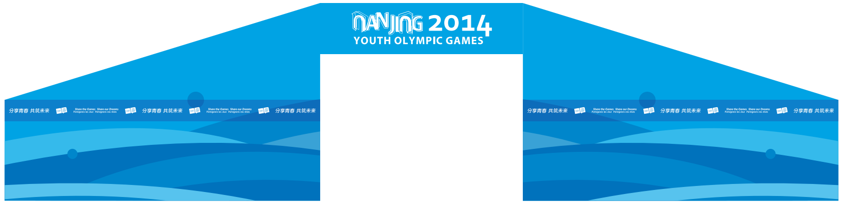
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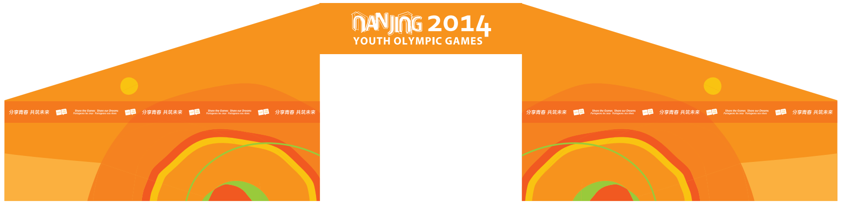
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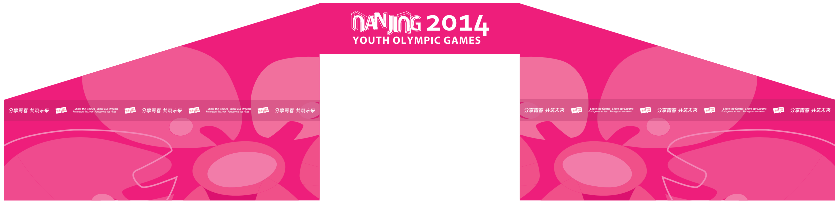
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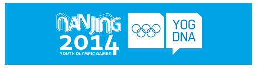
NANJING 2014
YOUTH OLYMPIC GAMES
YOG DNA

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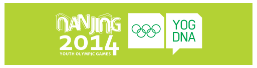
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YOUTH OLYMPIC GAMES
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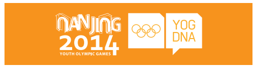
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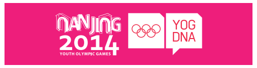
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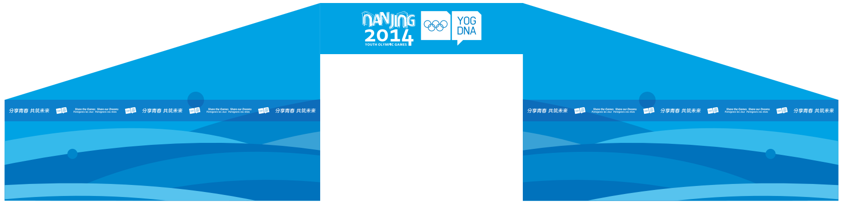
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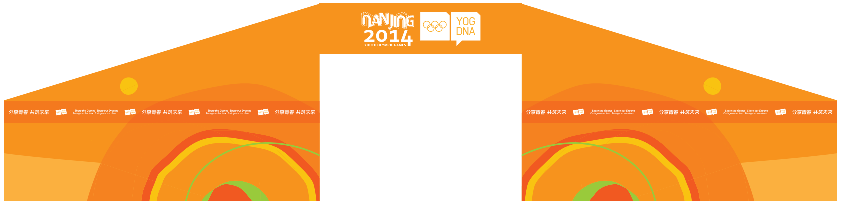
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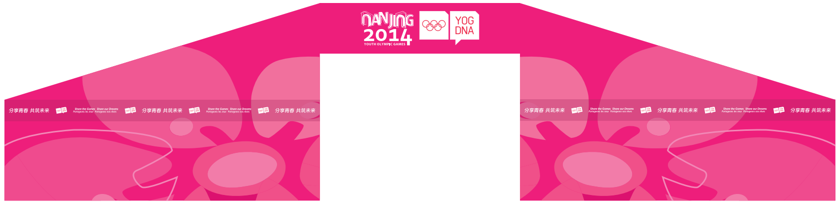
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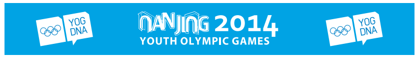
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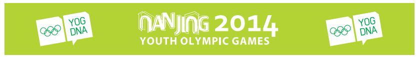
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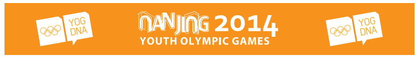
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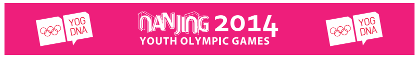
YOUTH OLYMPIC GAMES
YOG DNA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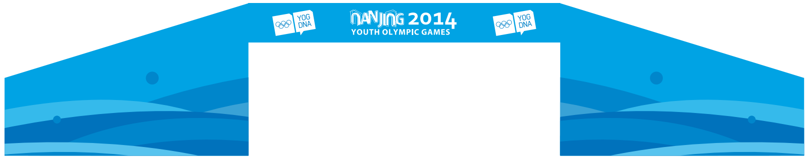
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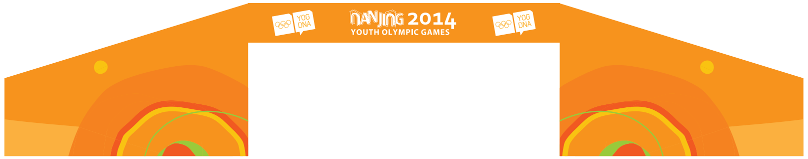
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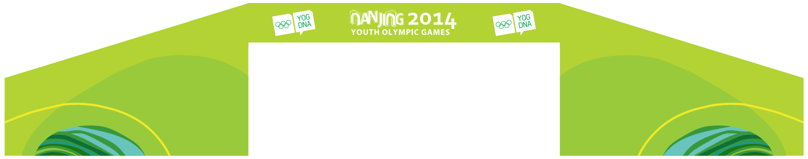
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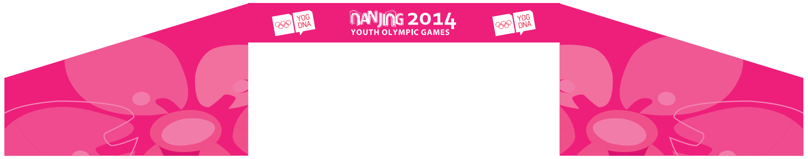
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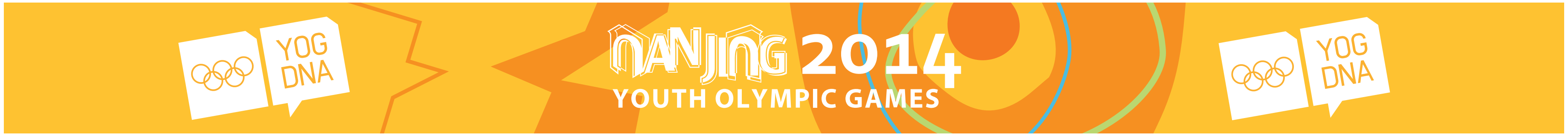
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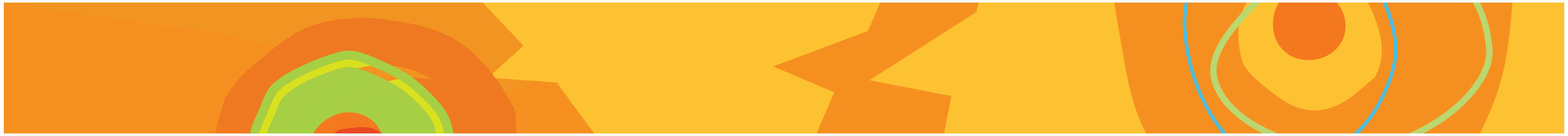

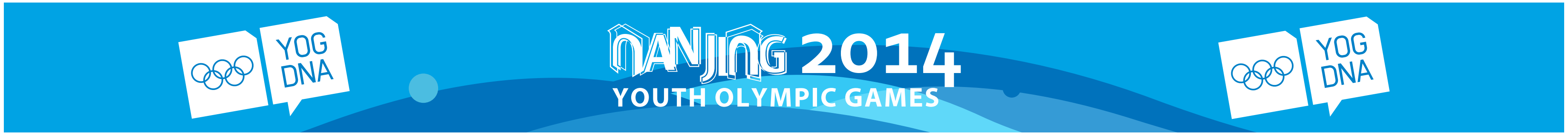
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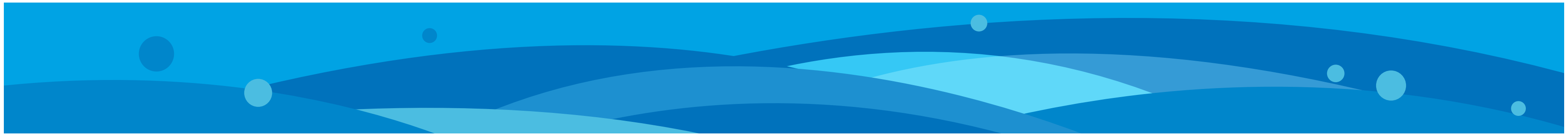

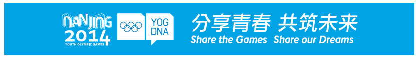
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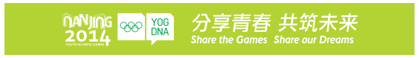
YOG DNA
分享青春 共筑未来
Share the Games Share our Dreams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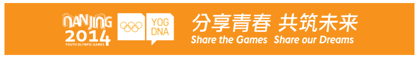
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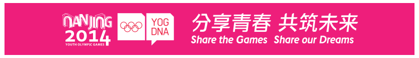
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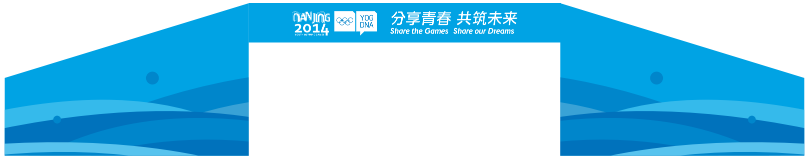
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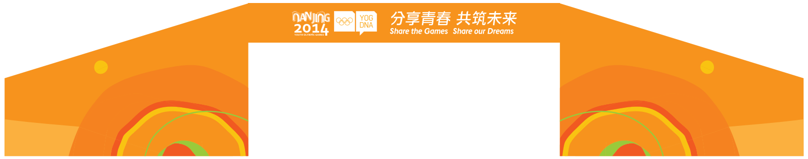
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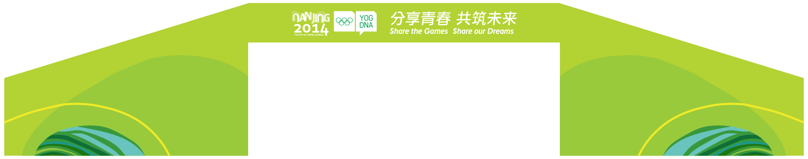
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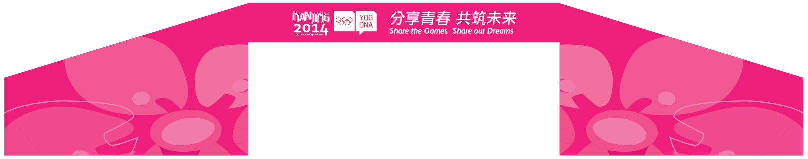
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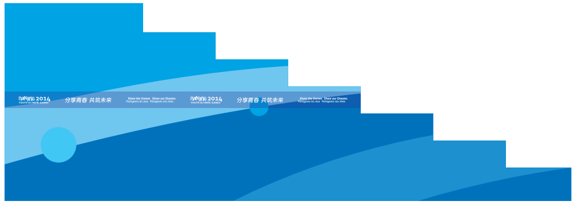

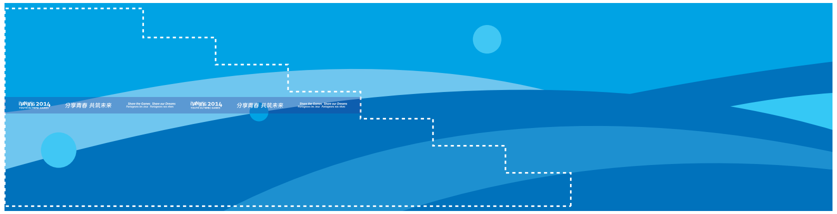

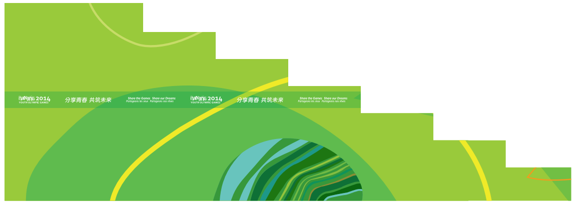

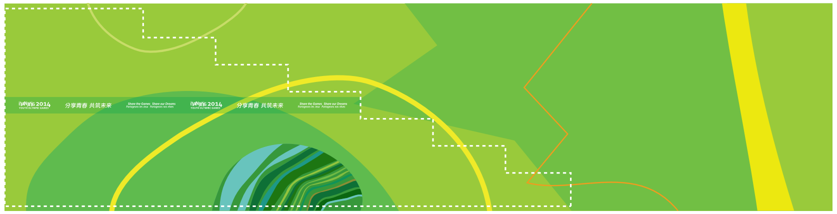

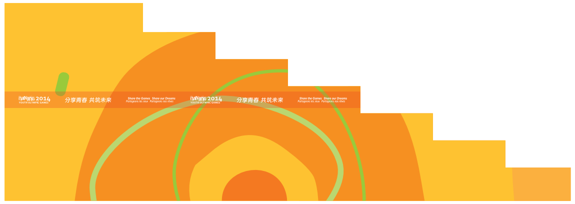

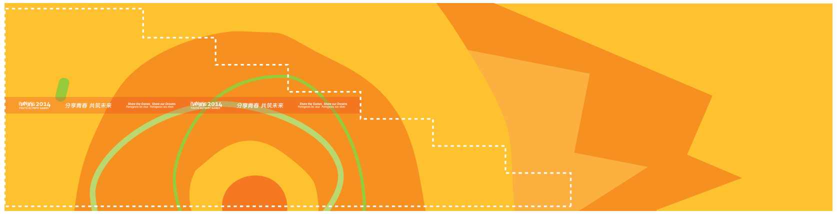

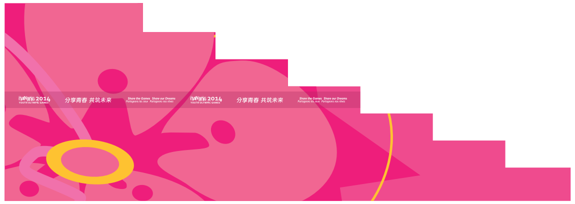

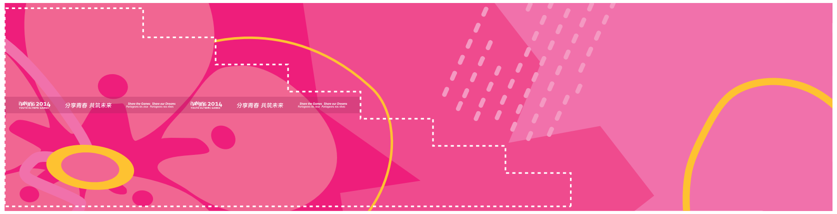

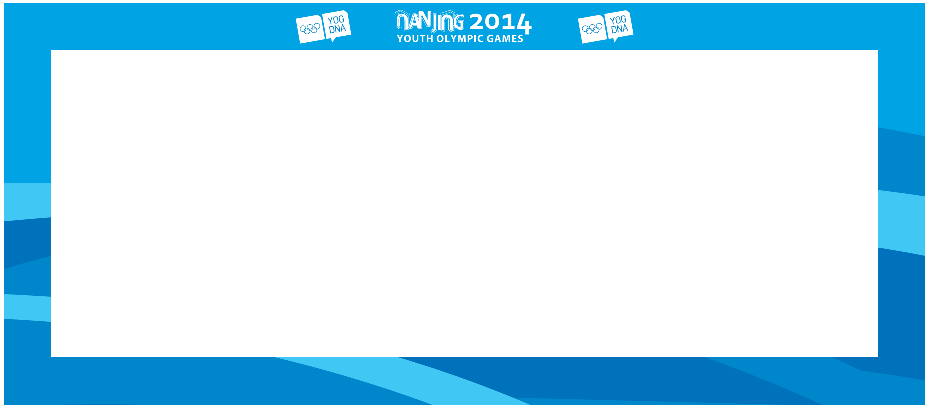
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YOUTH OLYMPIC GAMES
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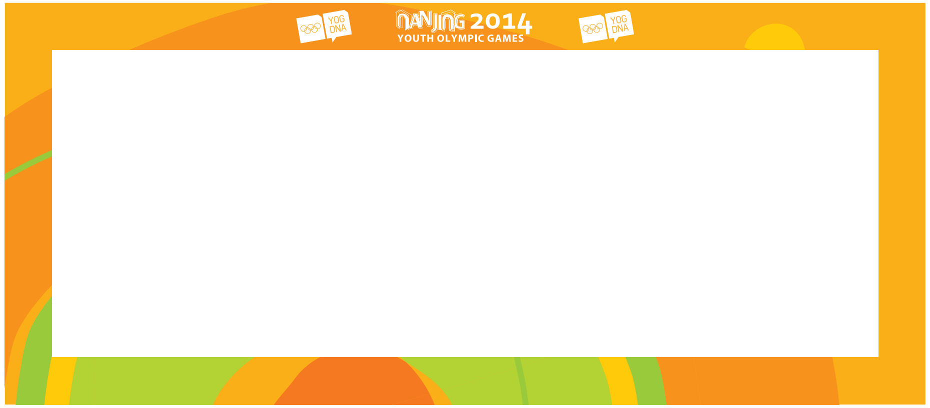
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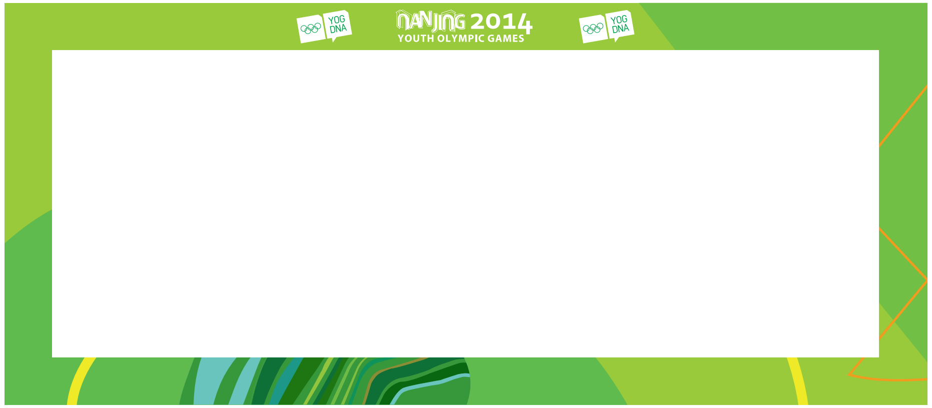
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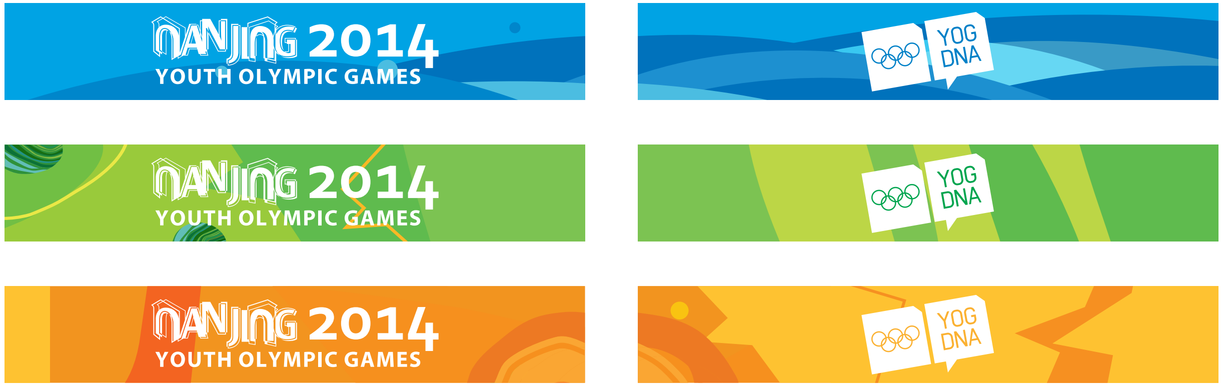
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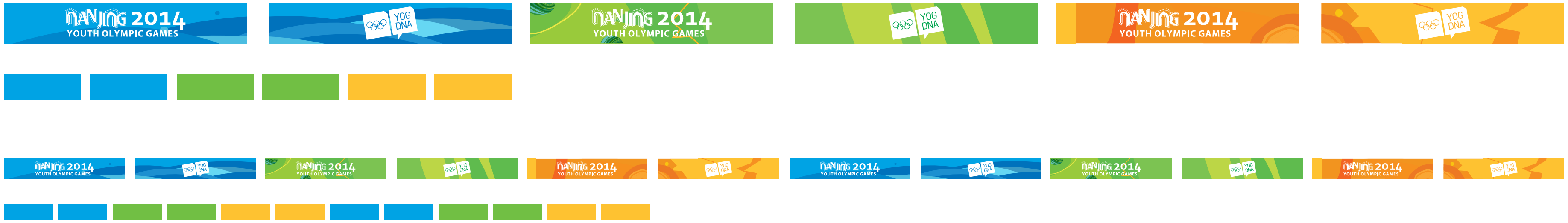
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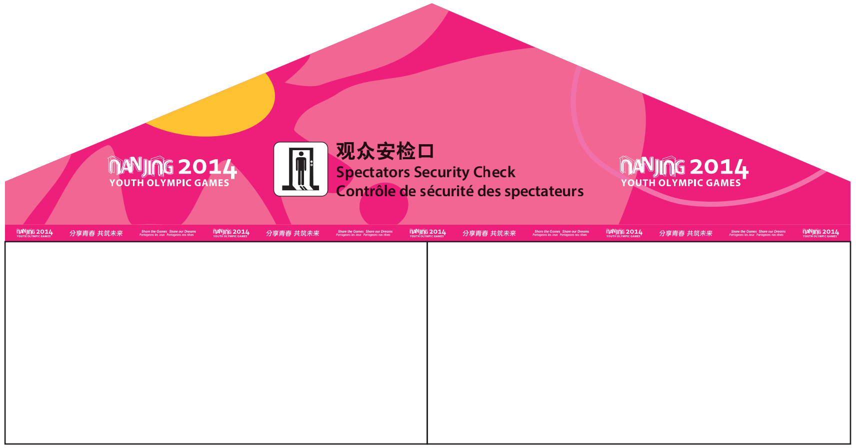
YOG
DNA

等人高围栏排列顺序示意　Examples of Fence Fabric Sequences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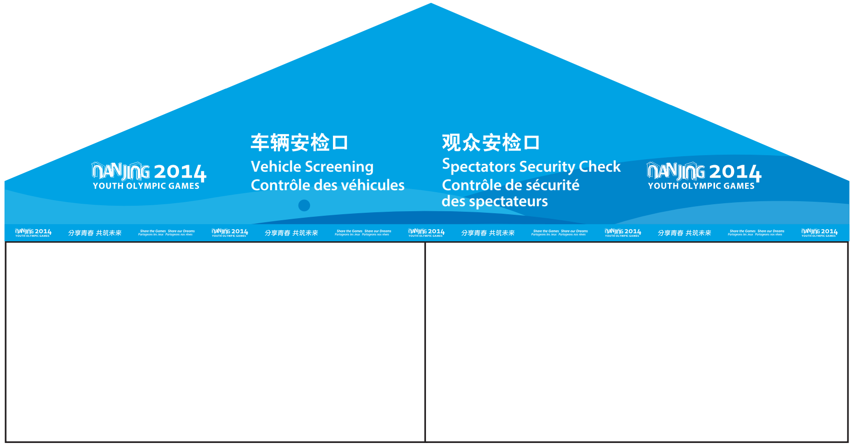
观众安检口
Spectators Security Check
Contrôle de sécurité des spectateurs
NANJING 2014
YOUTH OLYMPIC GAMES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YOUTH OLYMPIC GAMES
车辆安检口
Vehicle Screening
Contrôle des véhicules
观众安检口
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Contrôle de sécurité
des spectateurs
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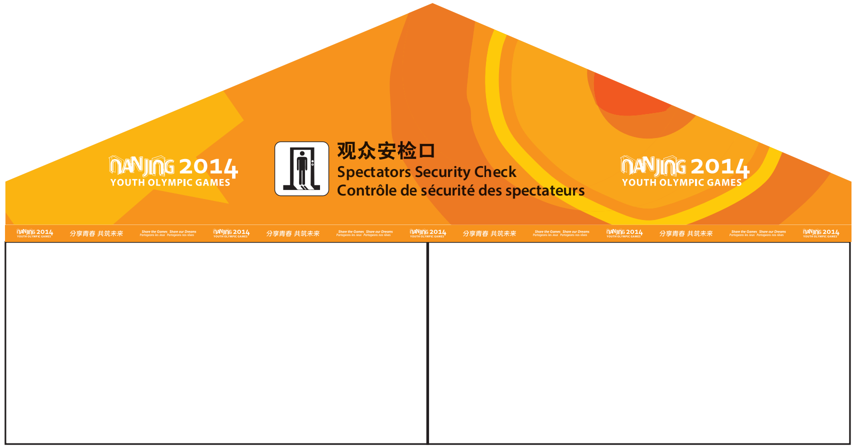
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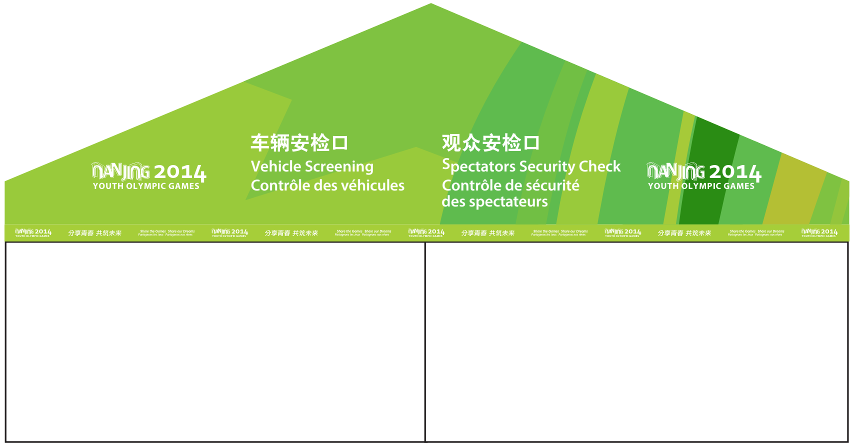
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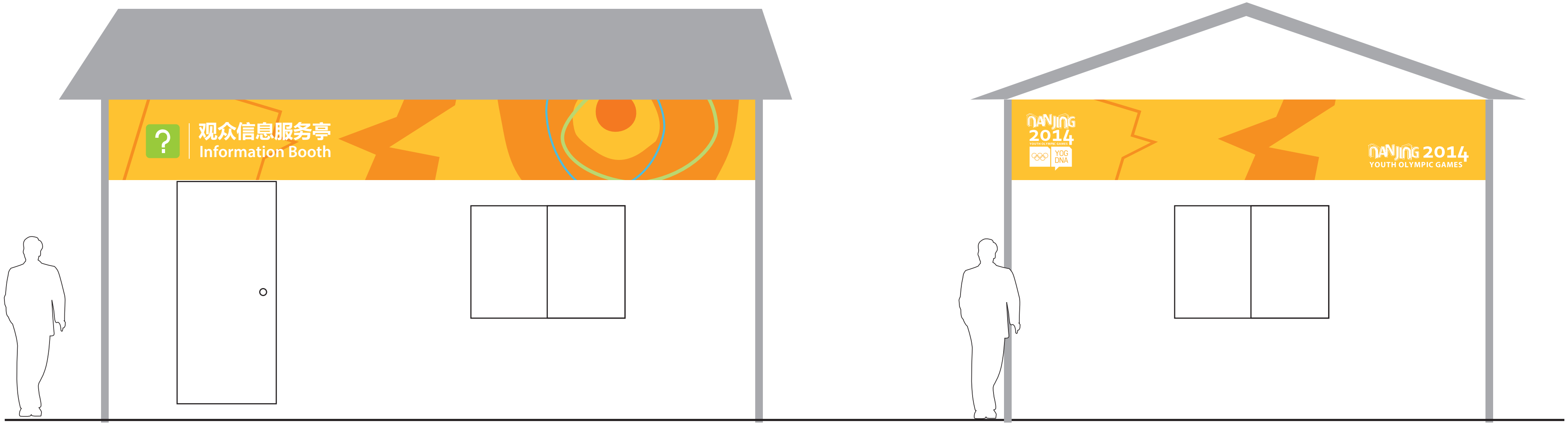
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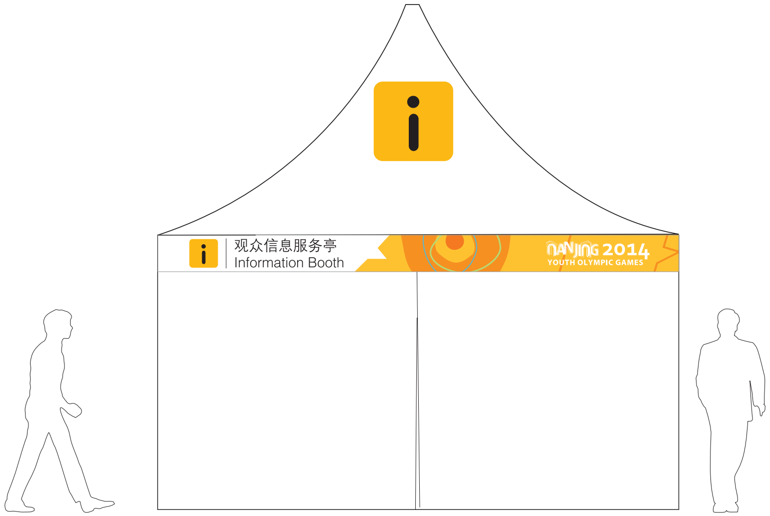
观众信息服务亭
Information Booth
NANJING 2014
YOG DNA
NANJING 2014
YOUTH OLYMPIC GAMES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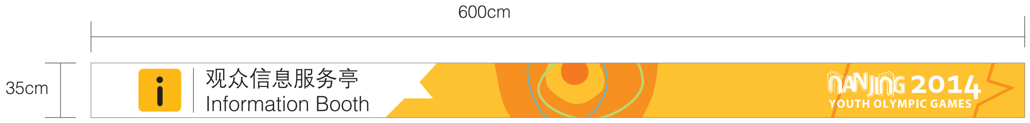
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35cm
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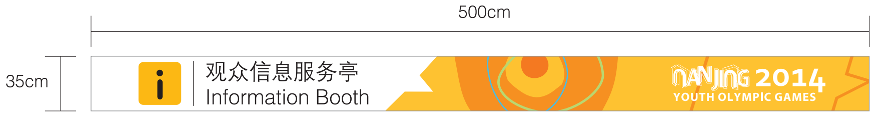
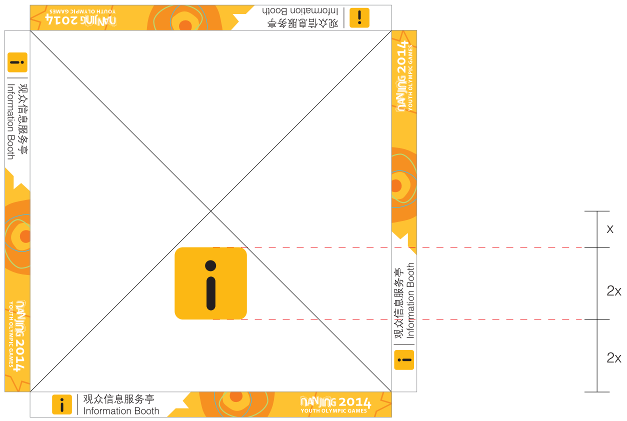
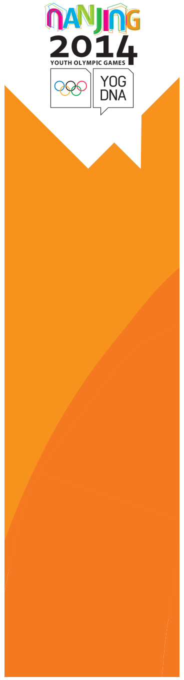
Information Booth
NANJING 2014
YOUTH OLYMPIC GAMES


500cm
35cm
观众信息服务亭
Information Booth
NANJING 2014
YOUTH OLYMPIC GAMES

建议尺寸：500cm * 500cm
备　　注：在实际应用中根据实际载体的环境、尺寸进行等比缩放
此方案用于悬挂在临时帐篷上沿上，尺寸可根据帐篷前沿尺寸进行等比缩放。


x
2x
2x
观众信息服务亭
Information Booth
NANJING 2014
YOUTH OLYMPIC GAMES

Logo用即时贴刻绘，粘贴于帐篷前部的中央
Logo位置左右居中，上下位置如图所示
Logo to be put on instant stickers and taped onto the central front of the tent.
Logo to be horizontally centered, please see the figure on the left for its vertical position.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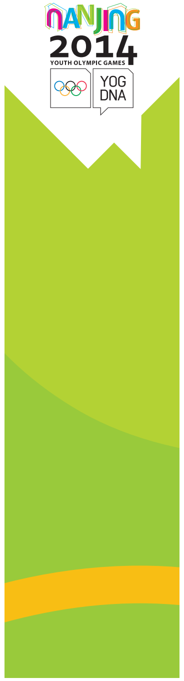
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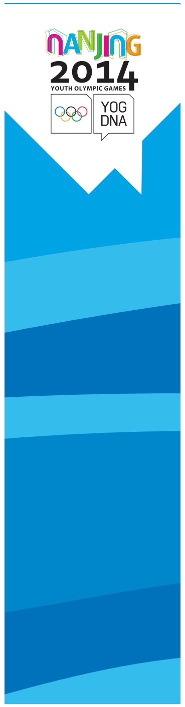
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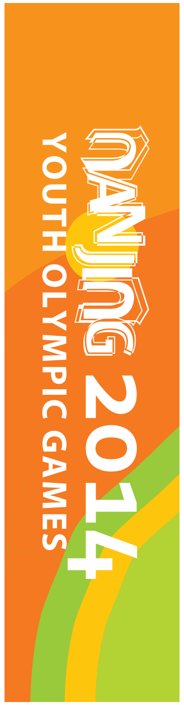
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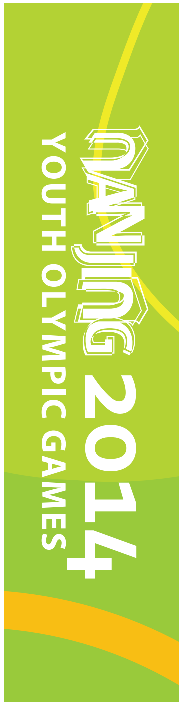
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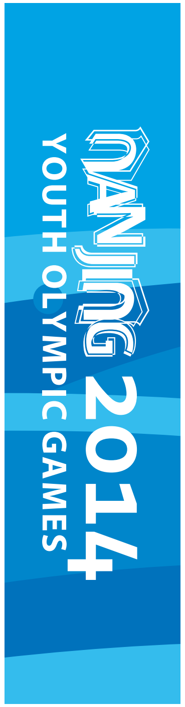
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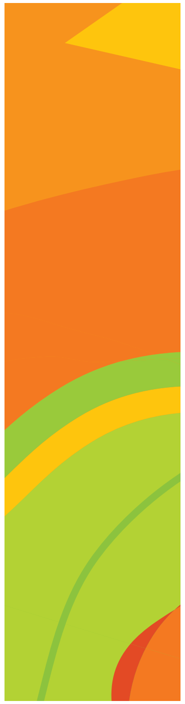

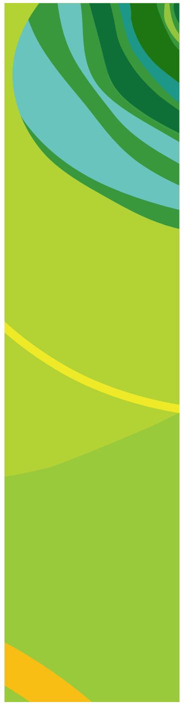

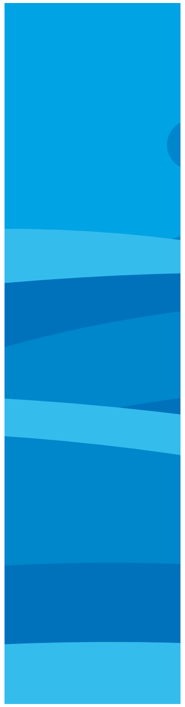

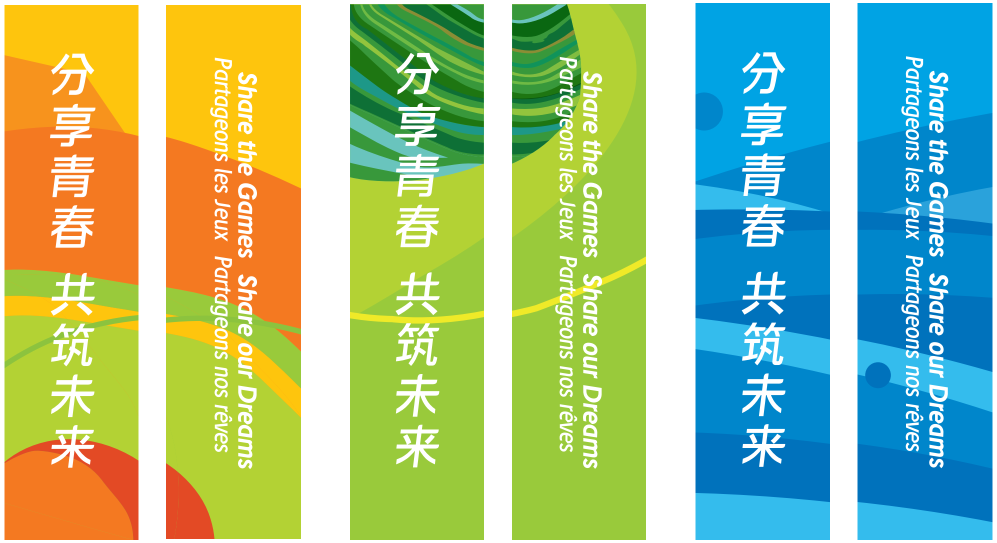
分享青春 共筑未来
Share the Games Share our Dreams
Partageons les Jeux Partageons nos rêves
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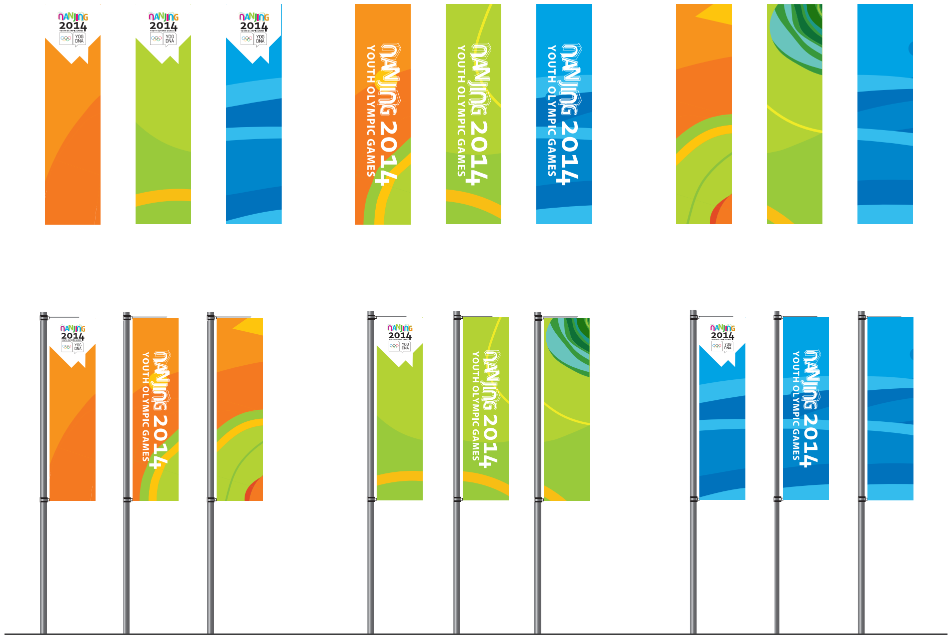
旗帜组合排列示例 :单幅/三面旗组合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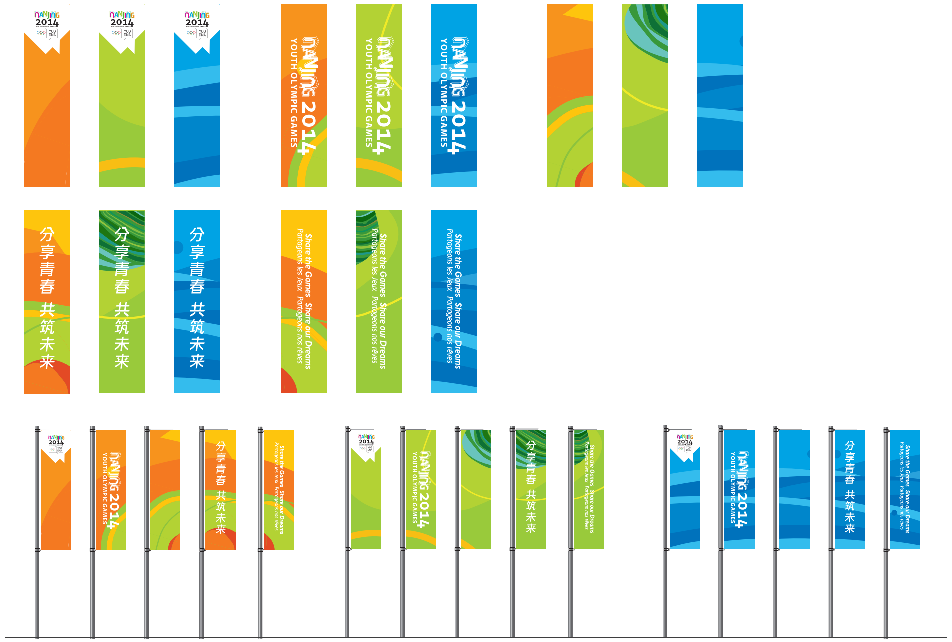
YOUTH OLYMPIC GAMES
YOG DNA

旗帜旗组合排列示例 :单幅/五面旗组合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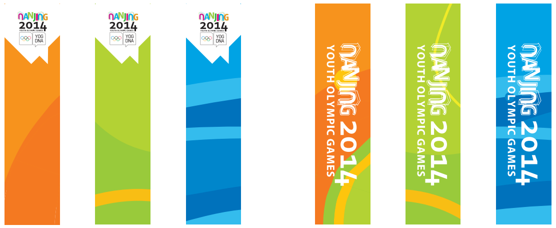
Share the Games Share our Dreams
Partageons les Jeux Partageons nos rêves

旗帜组合排列示例 :双幅/三面旗组合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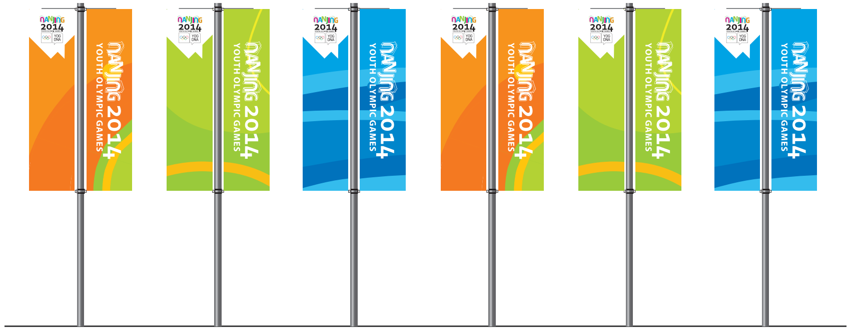
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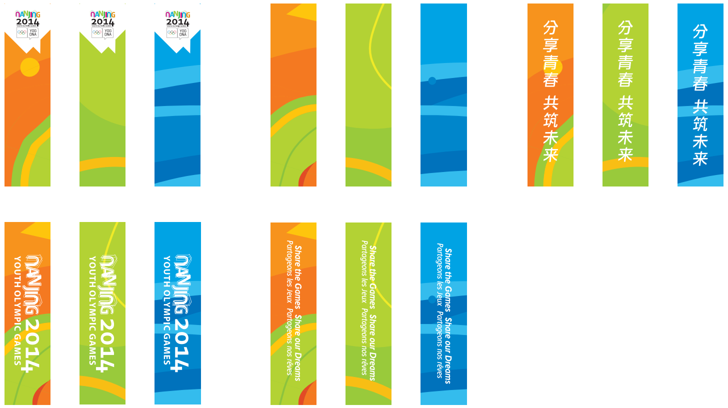
旗帜组合排列示例 :双幅/三面旗组合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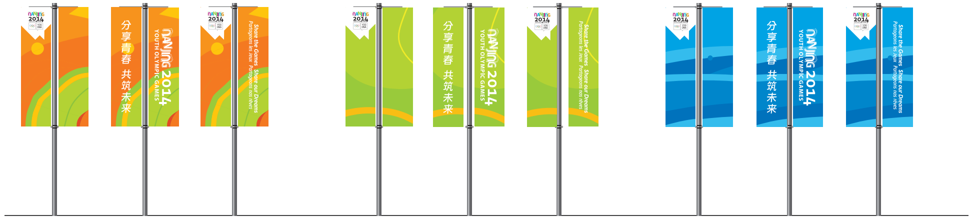
NANJING 2014
YOUTH OLYMPIC GAMES
Share the Games Share our Dreams
Partageons les Jeux Partageons nos rêves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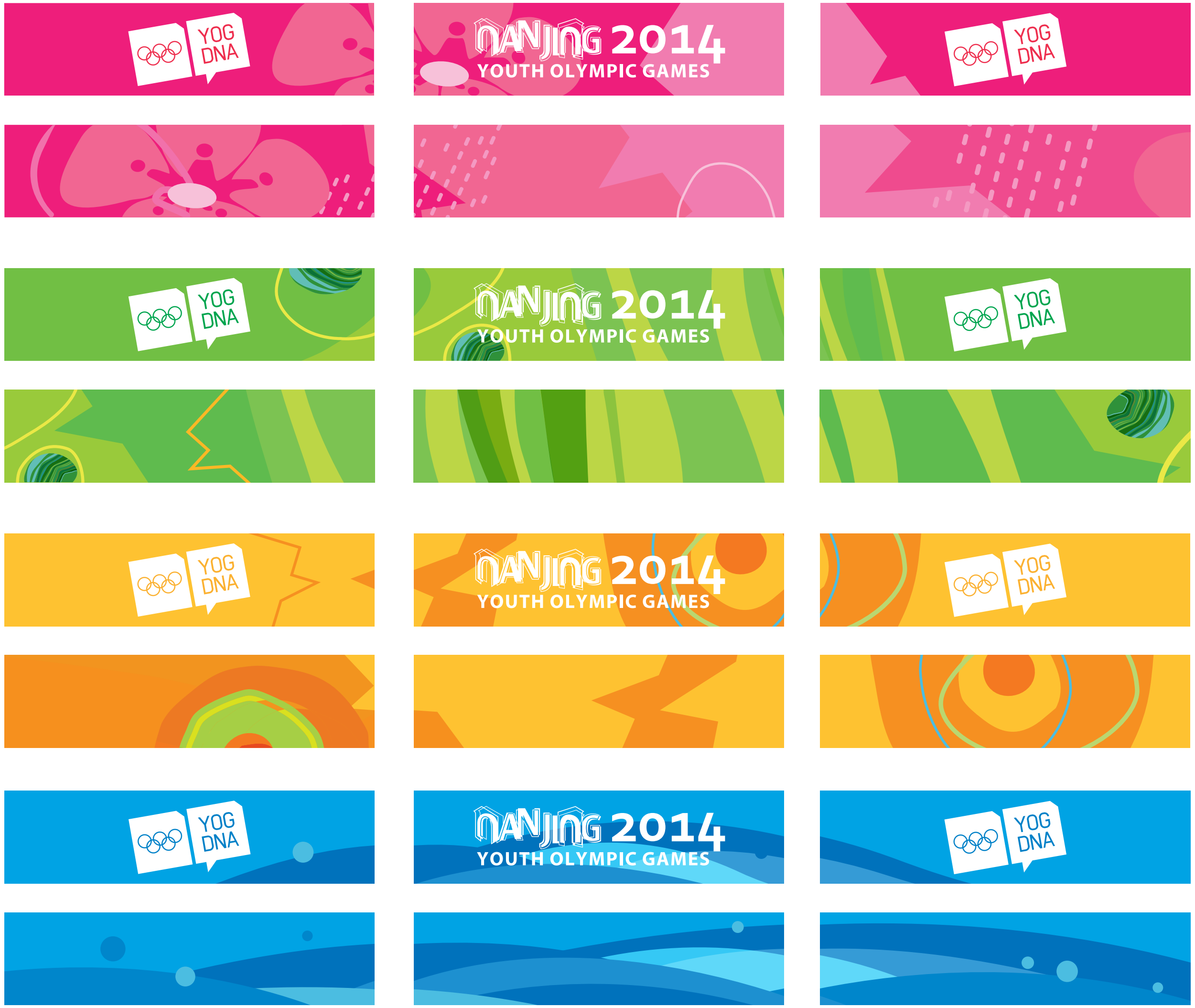
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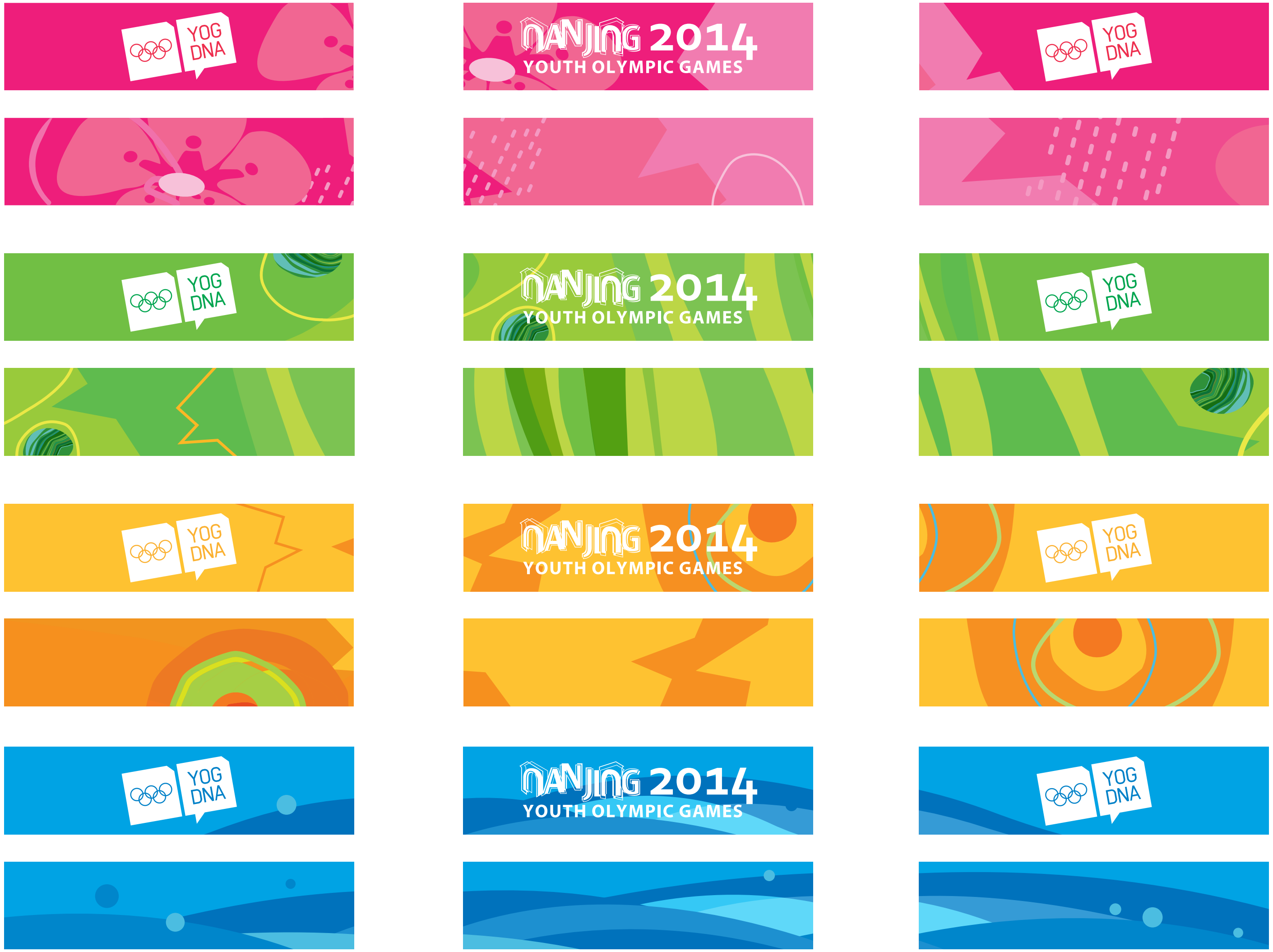
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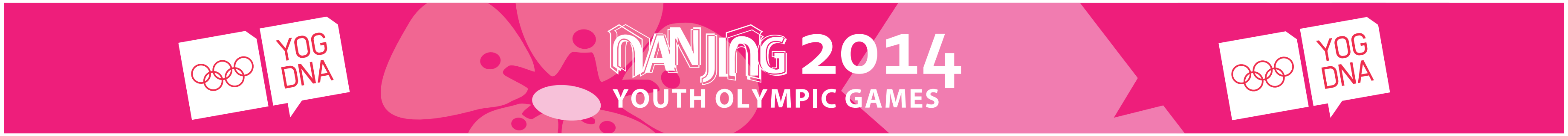
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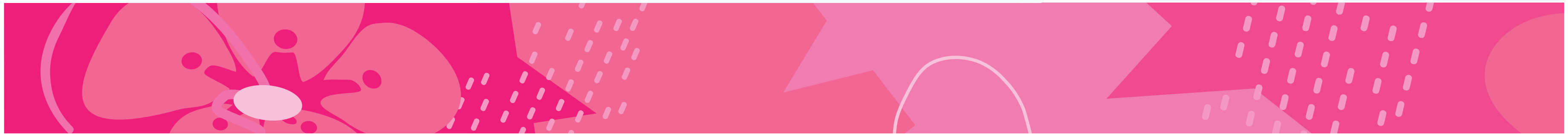

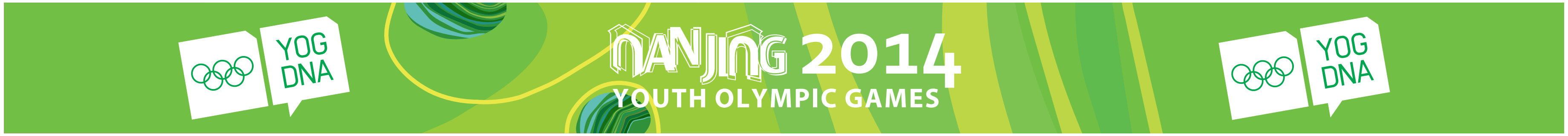
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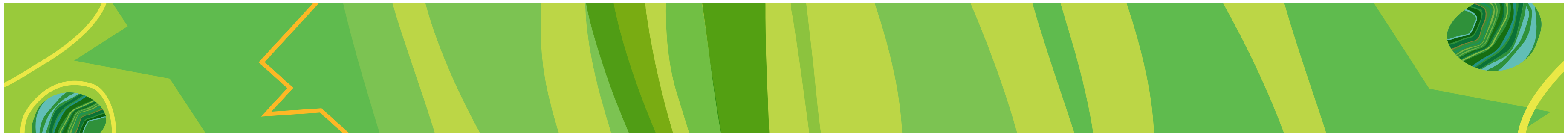

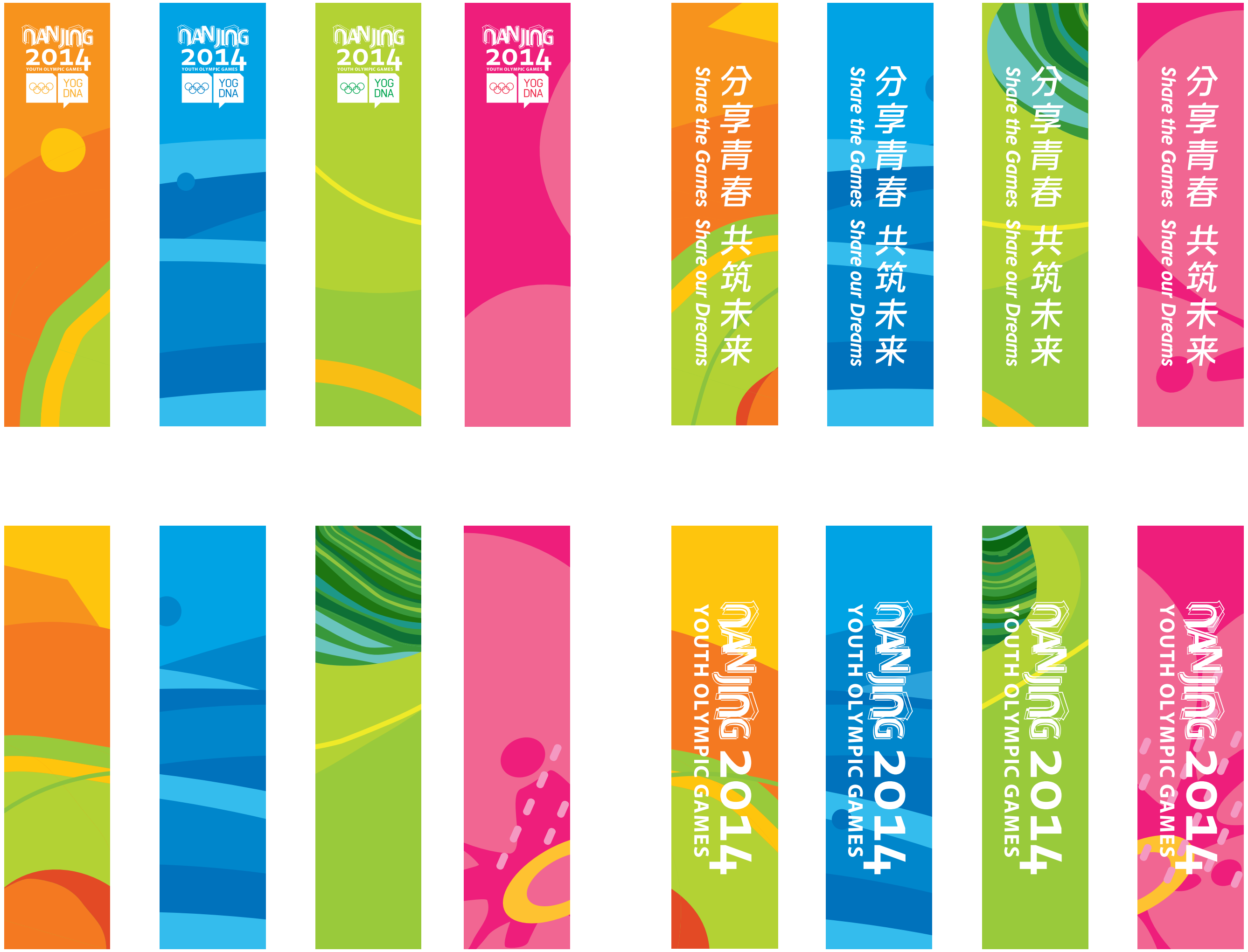
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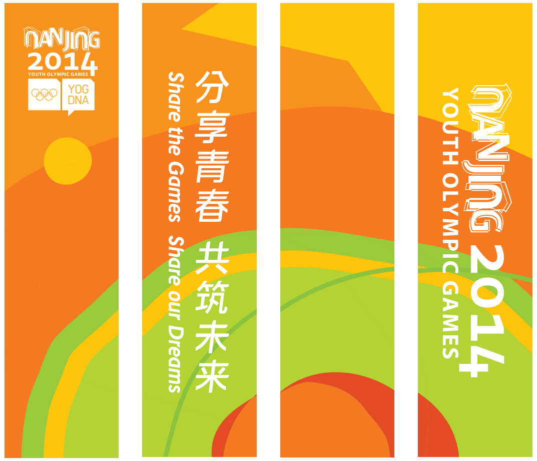
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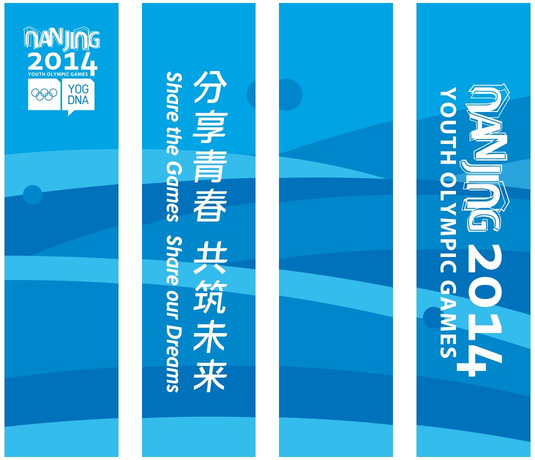
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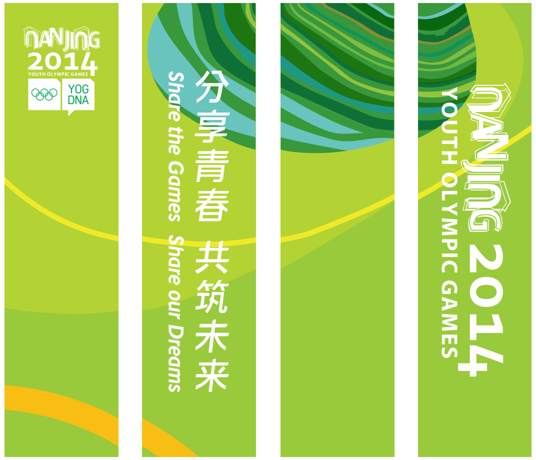
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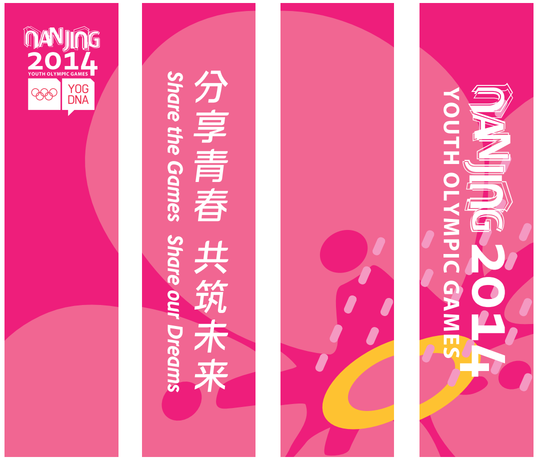
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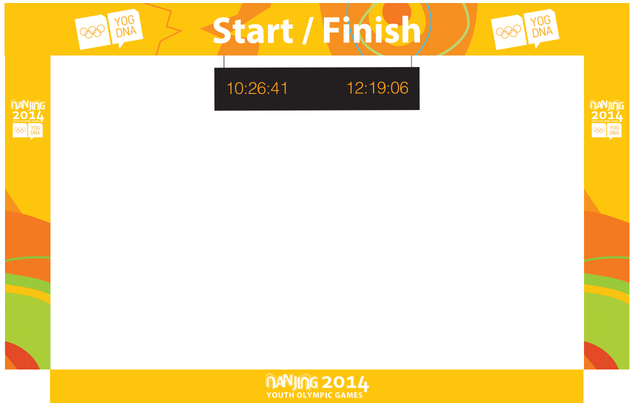
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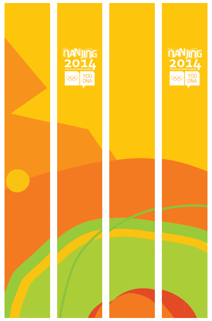
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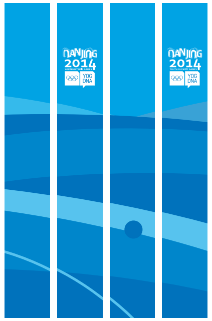
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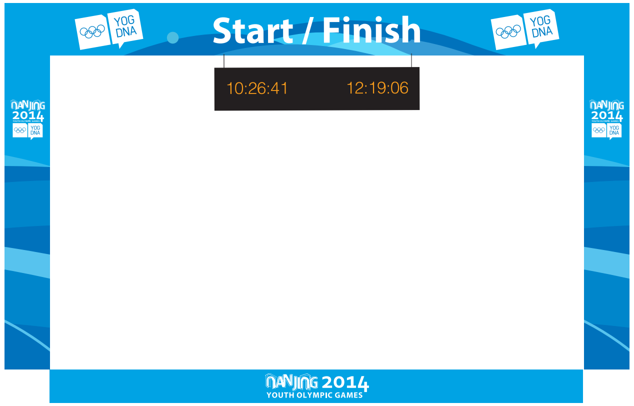
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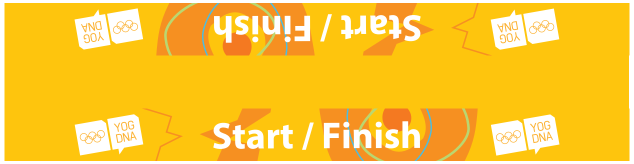
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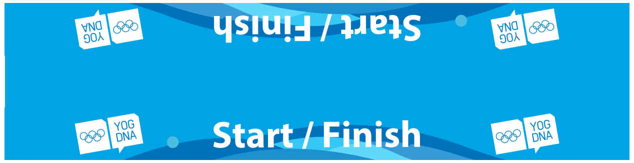
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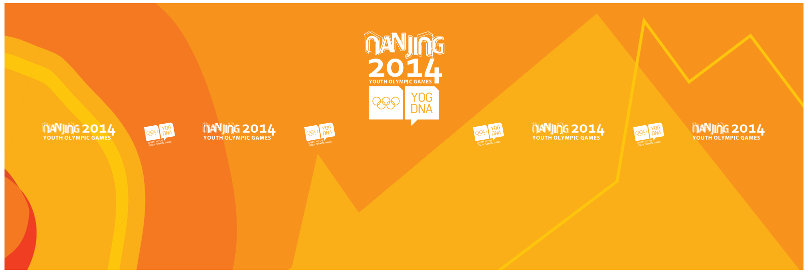
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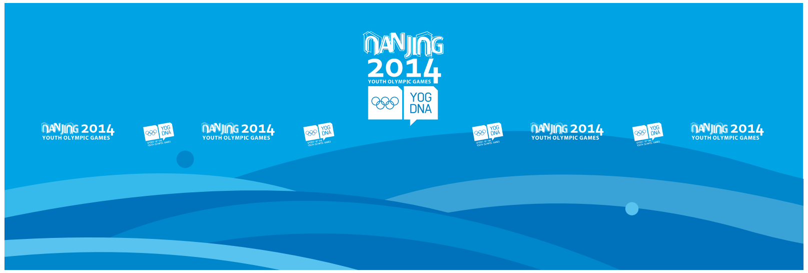
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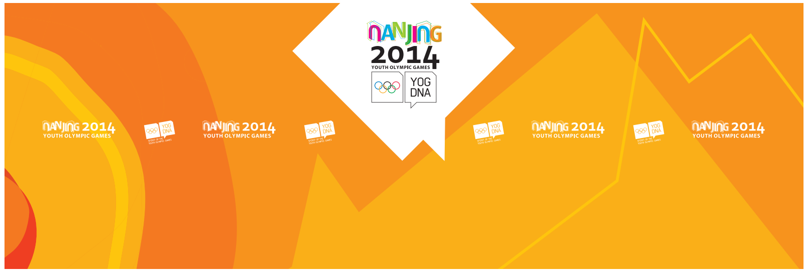
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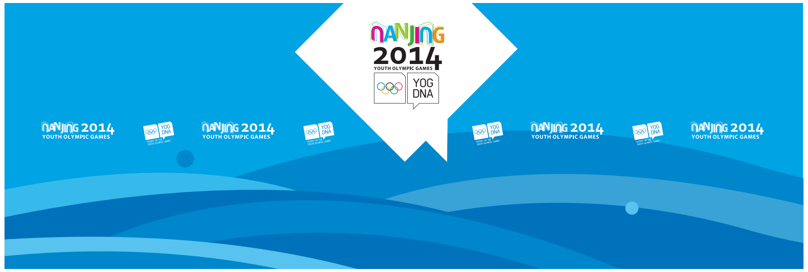
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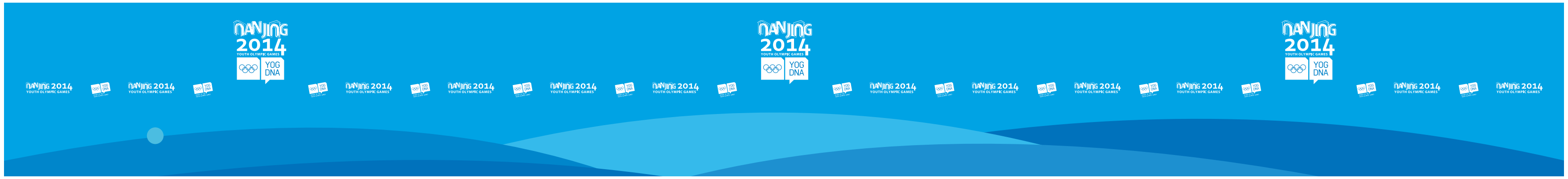
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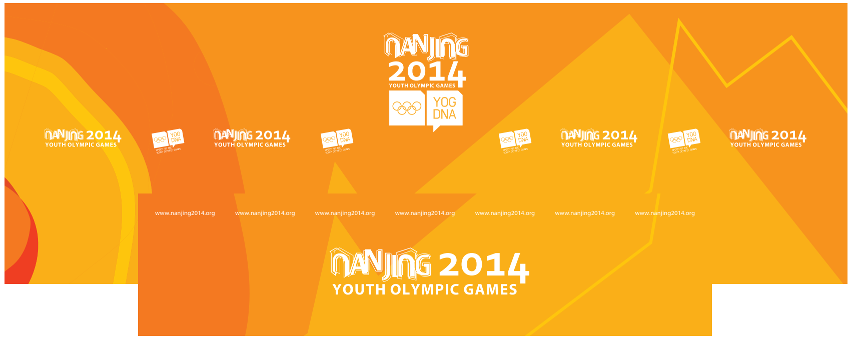
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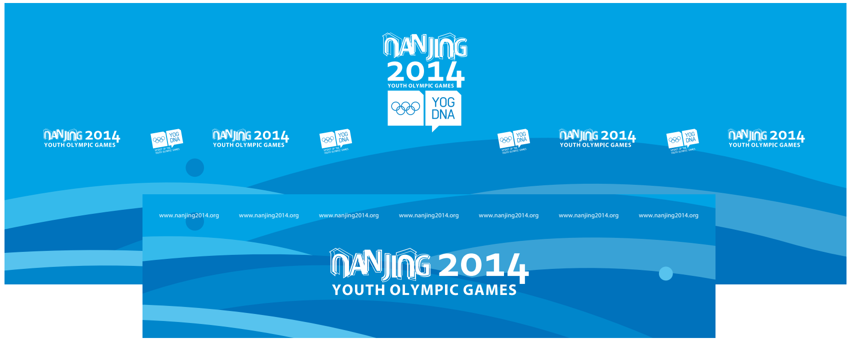
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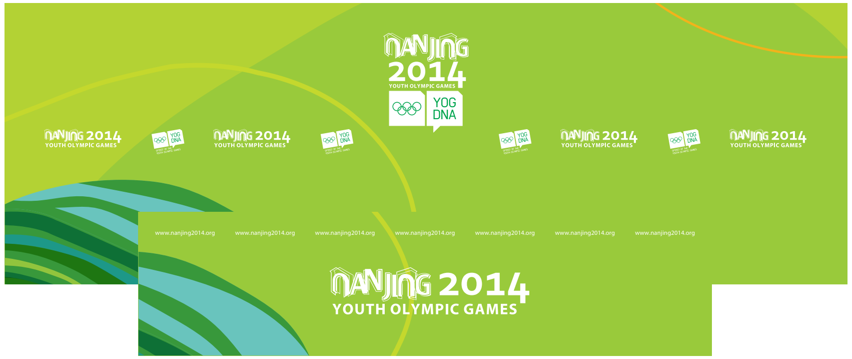
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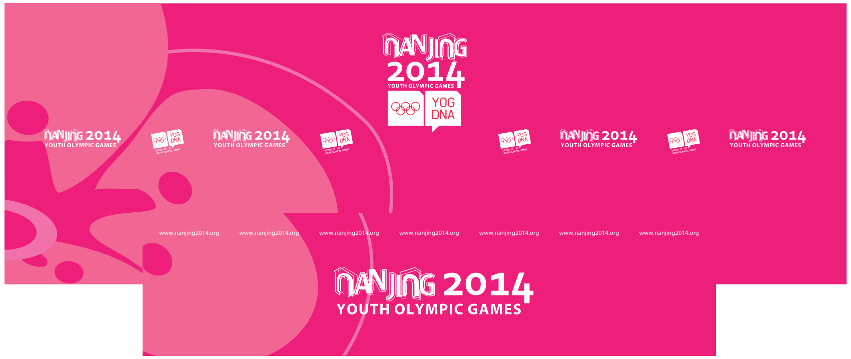
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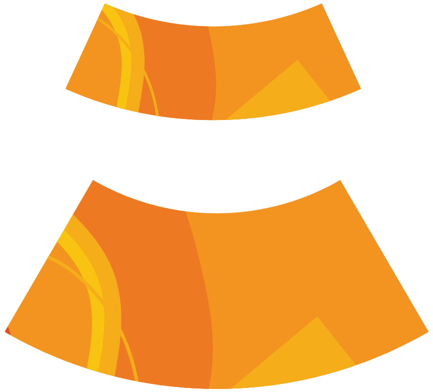

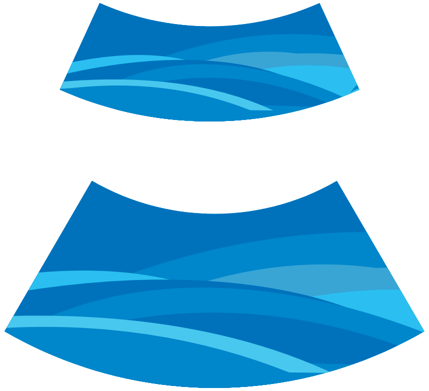

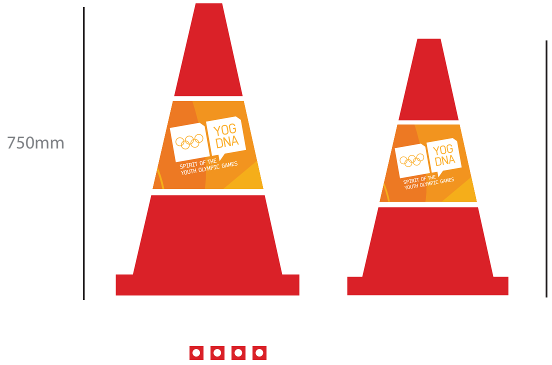
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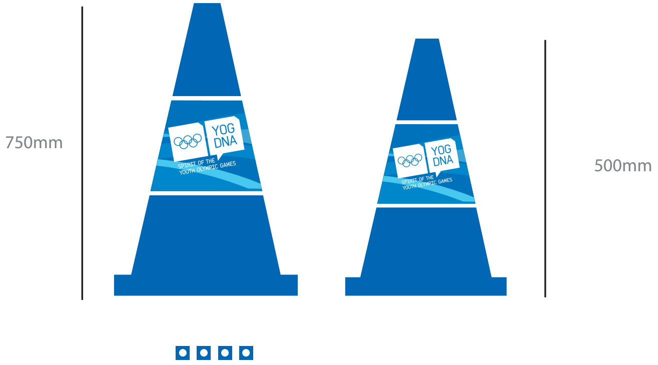
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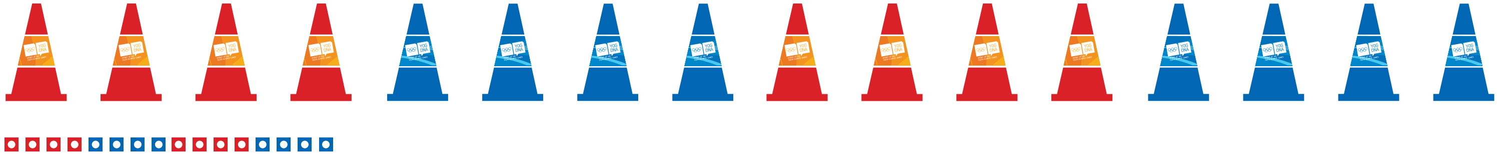

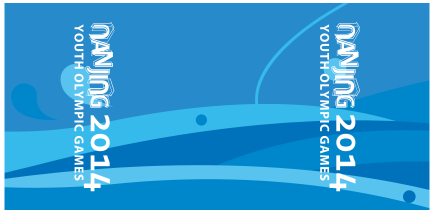
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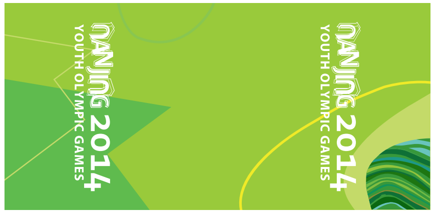
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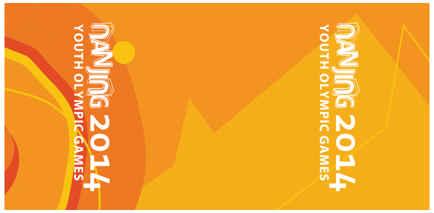
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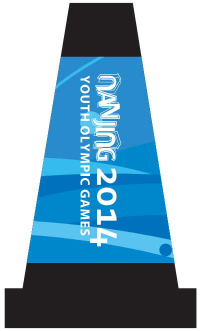
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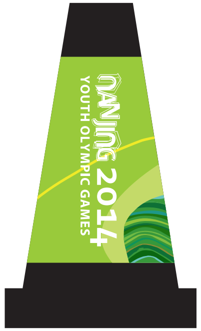
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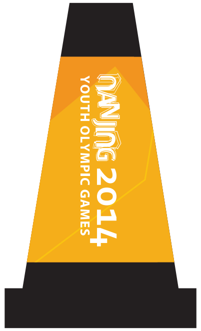
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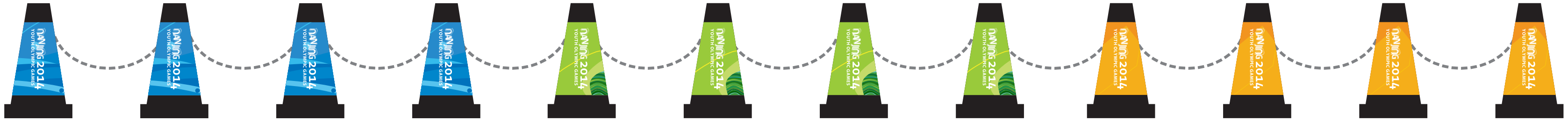

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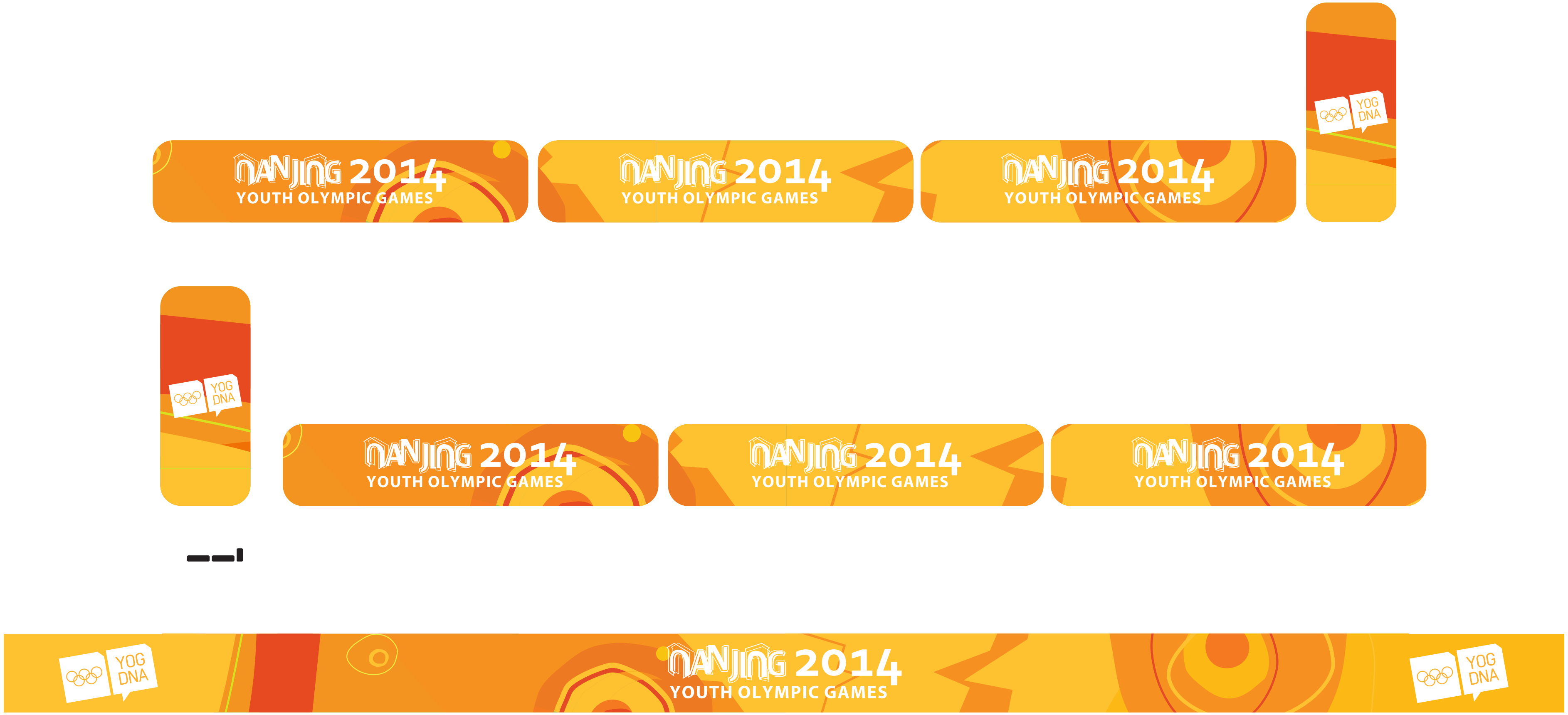
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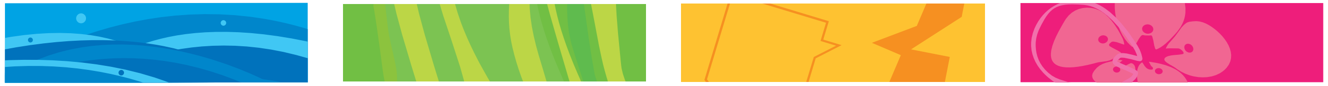

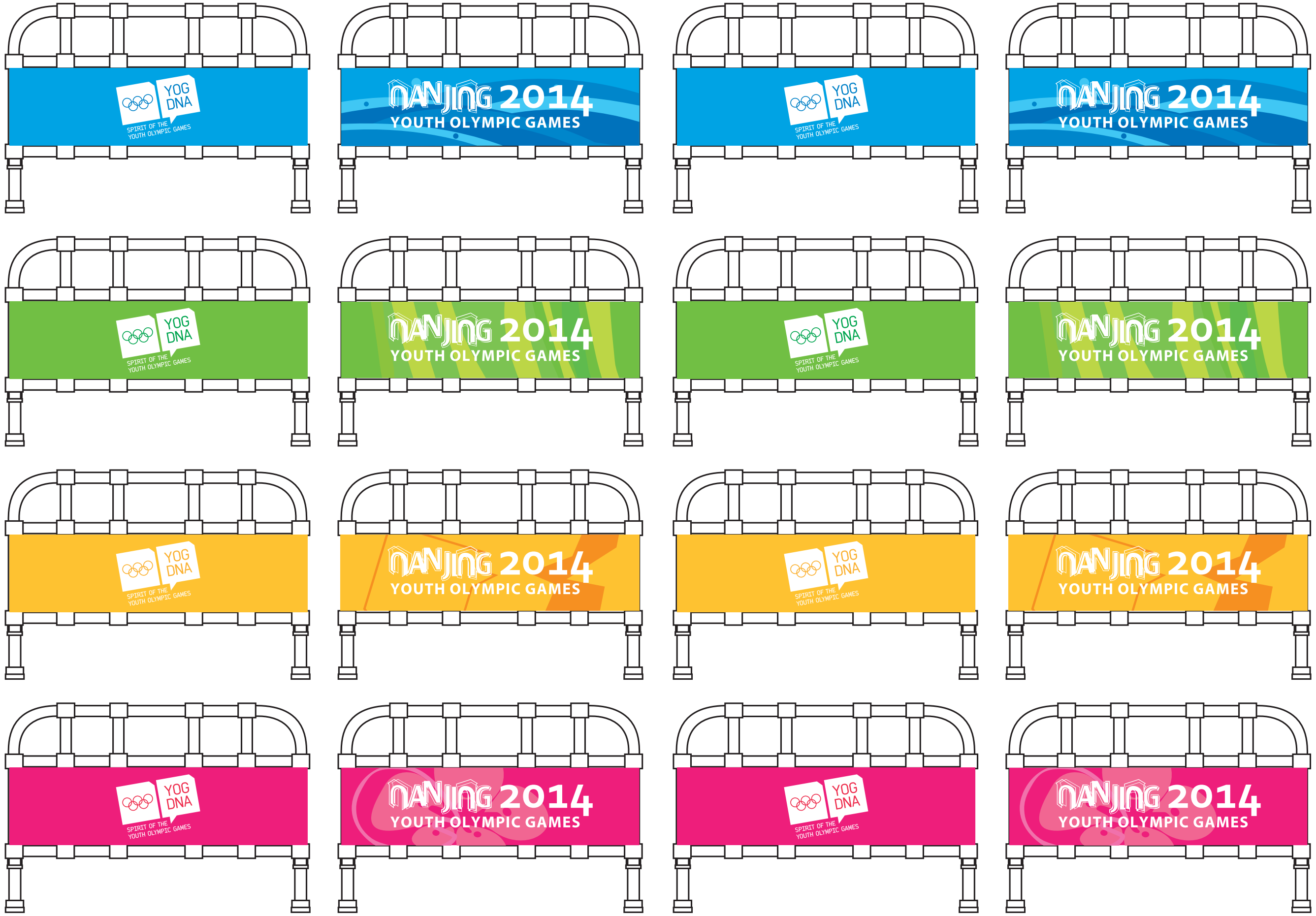
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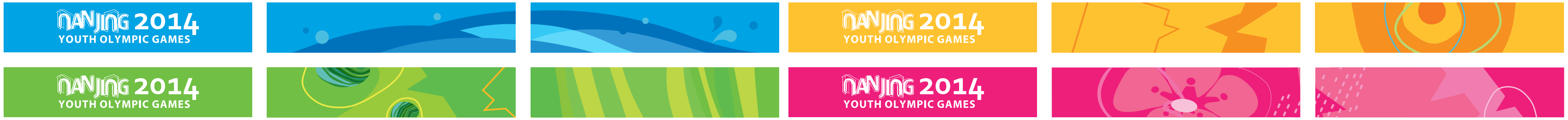
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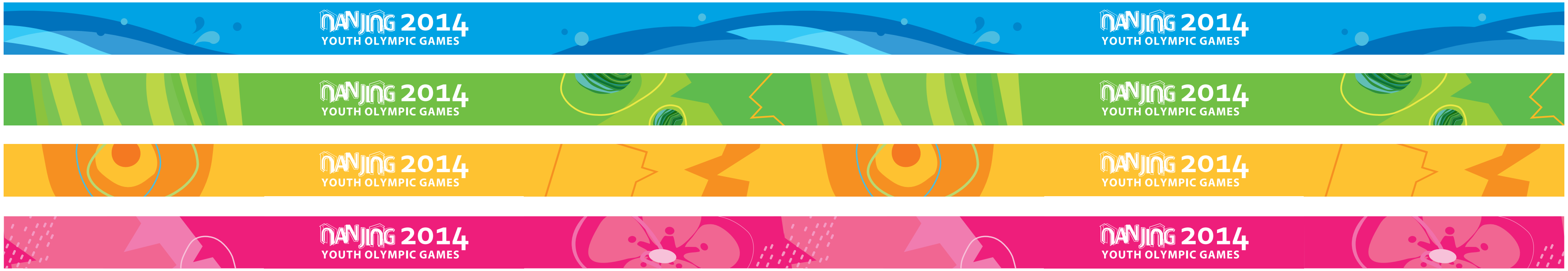
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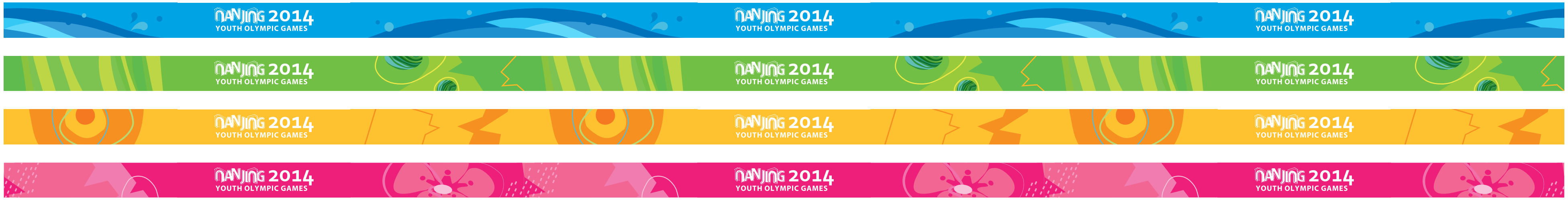
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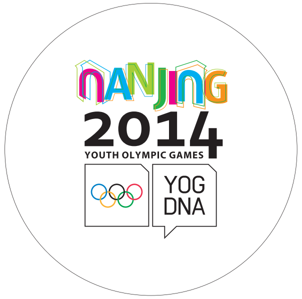
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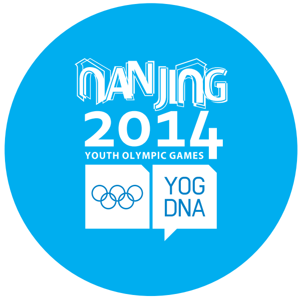
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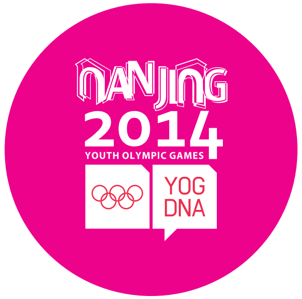
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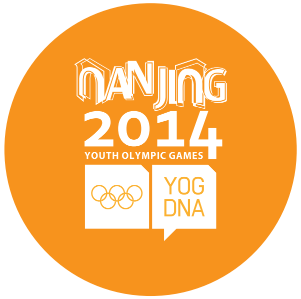
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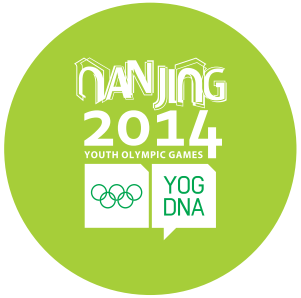
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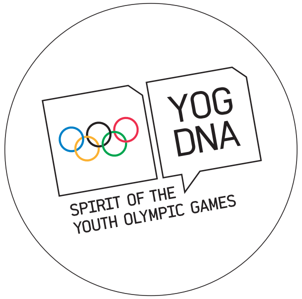
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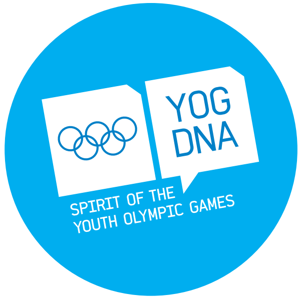
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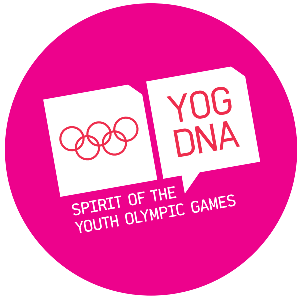
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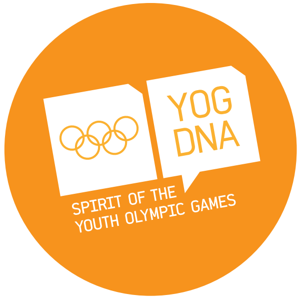
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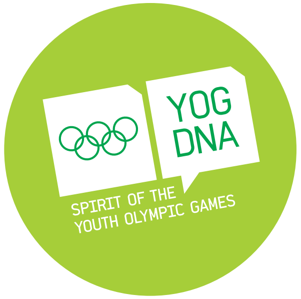
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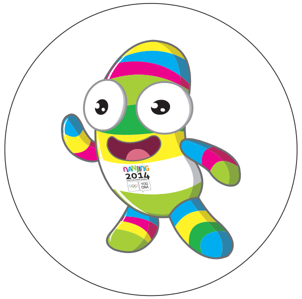
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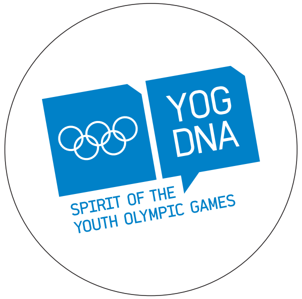
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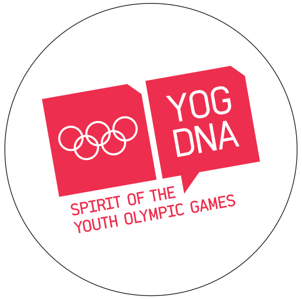
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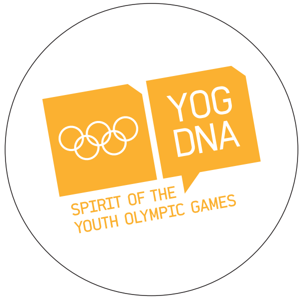
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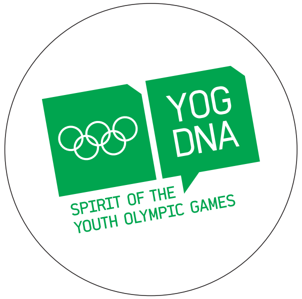
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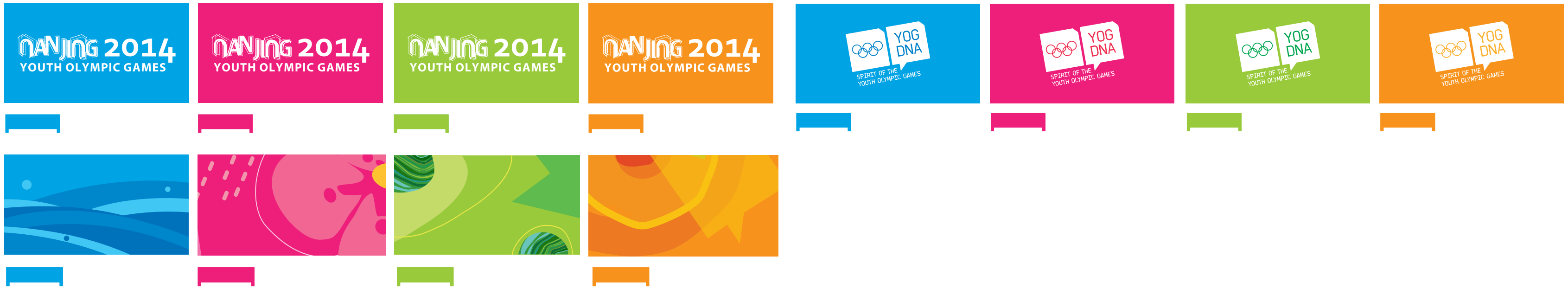
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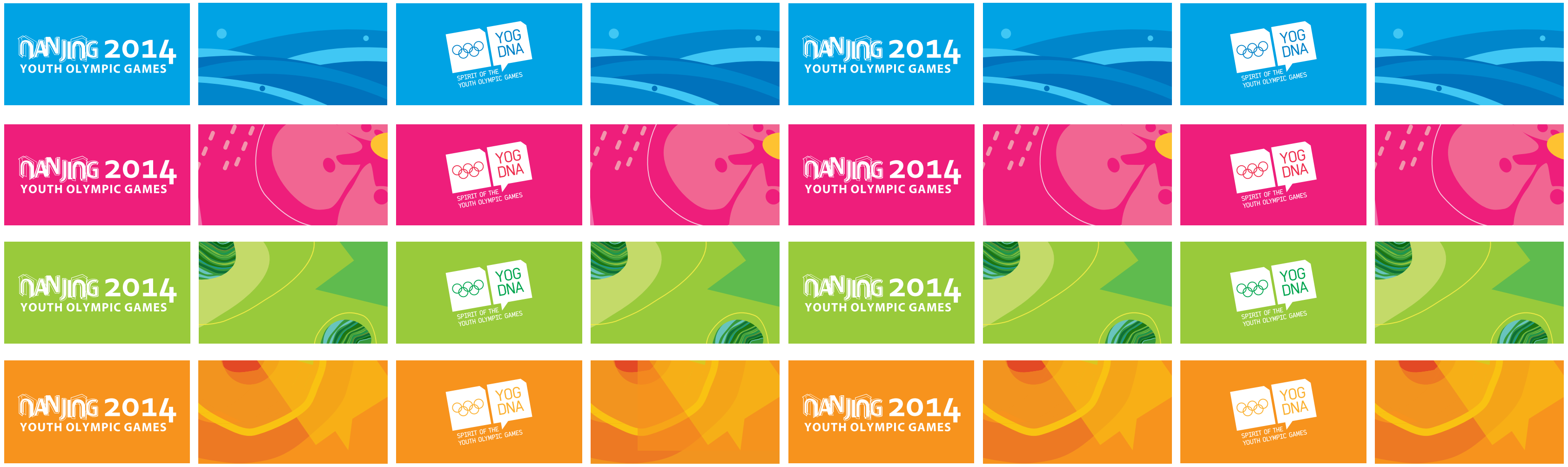
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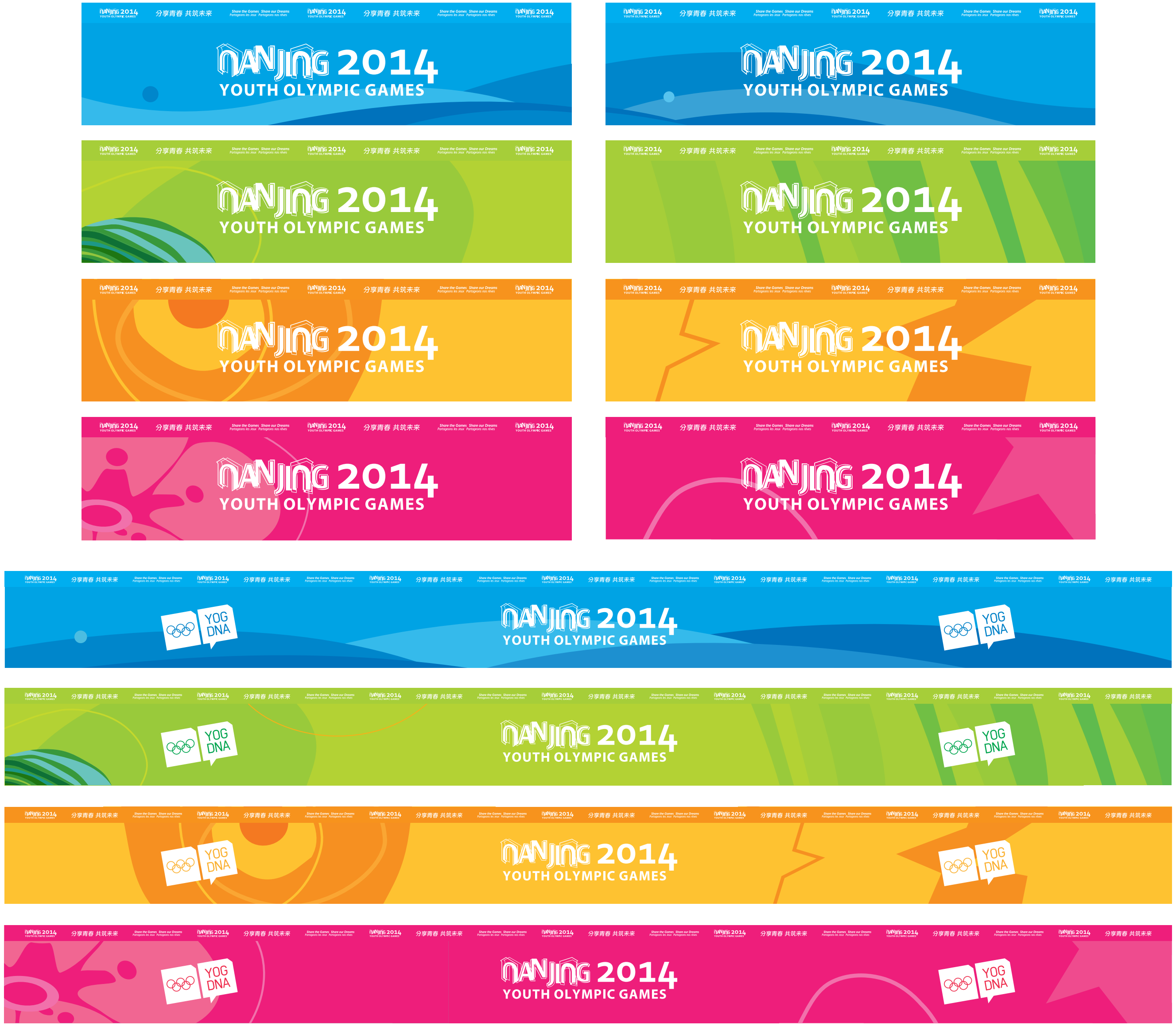
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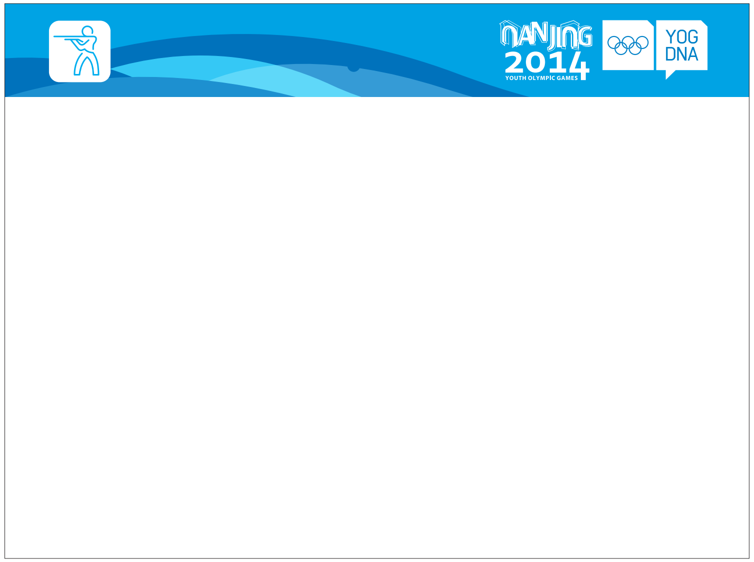
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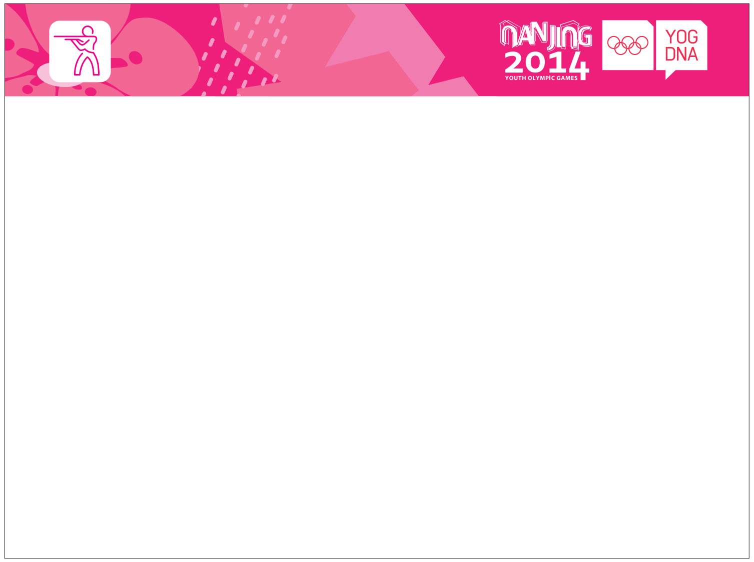
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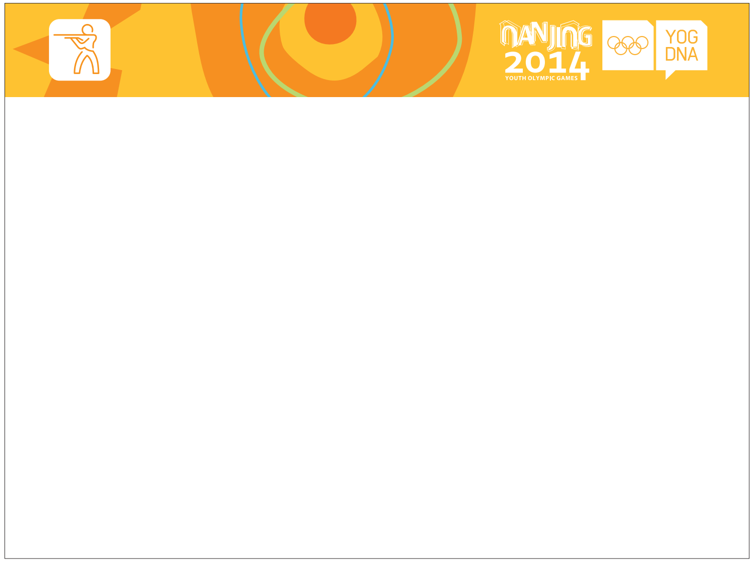
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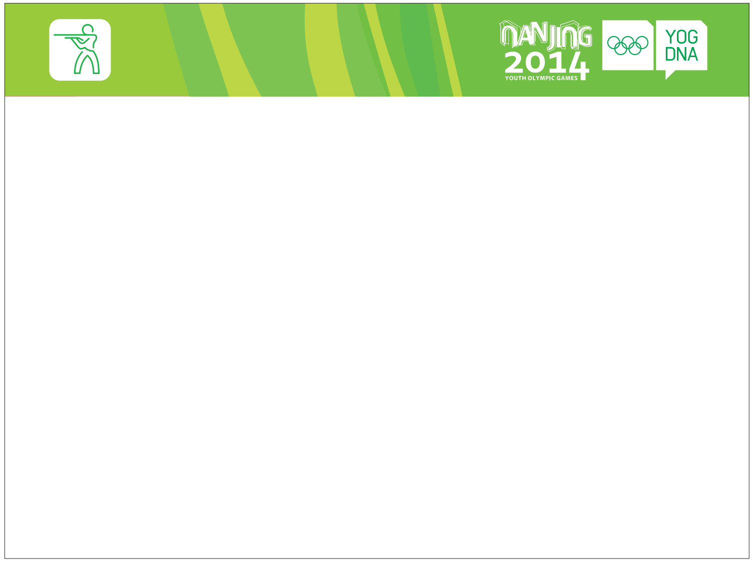
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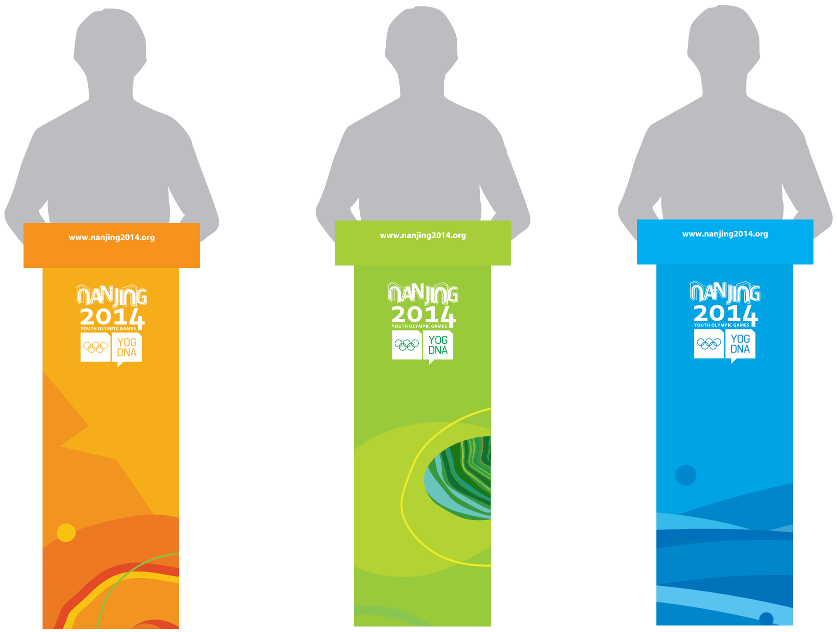
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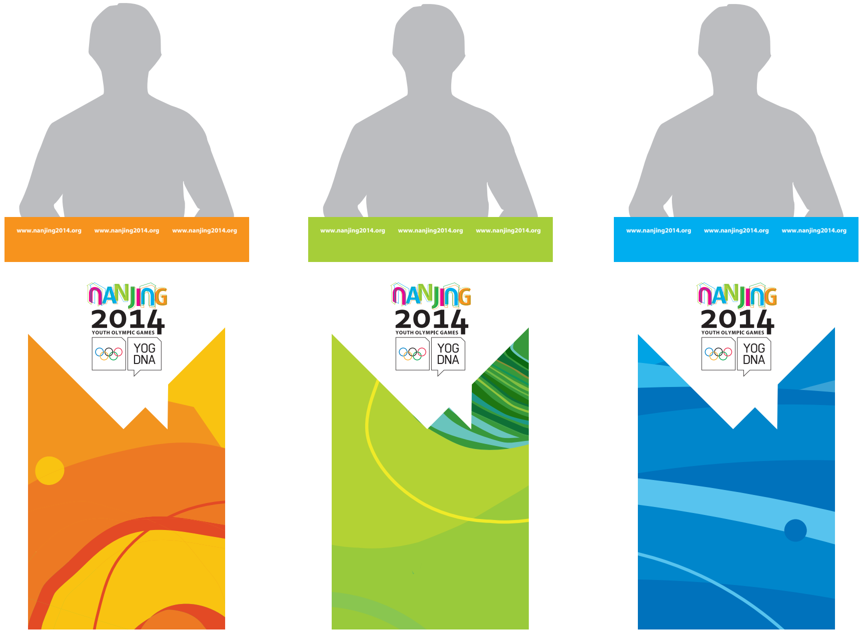
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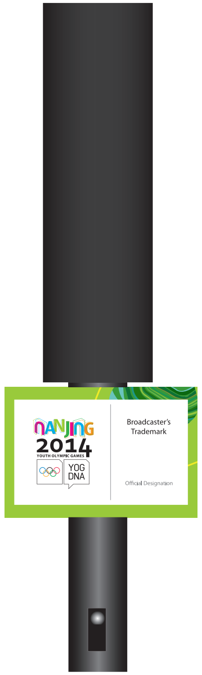
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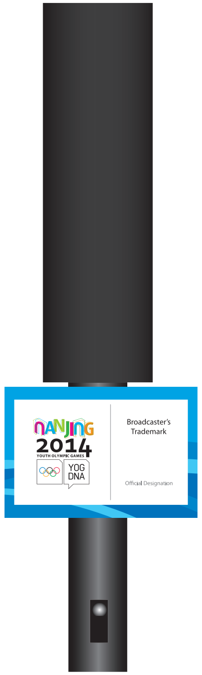
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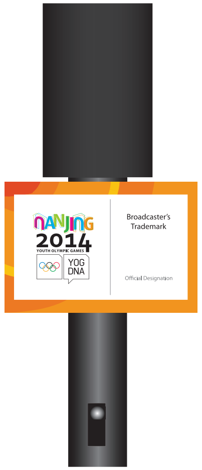
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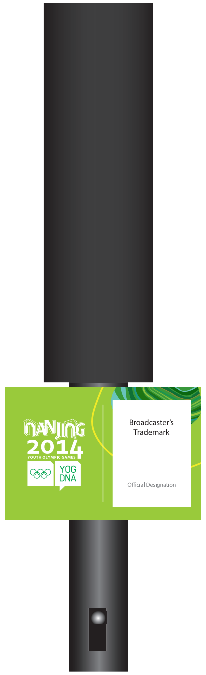
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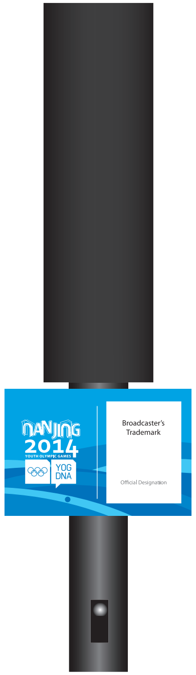
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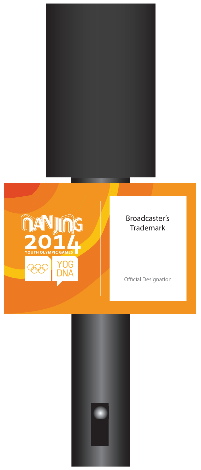
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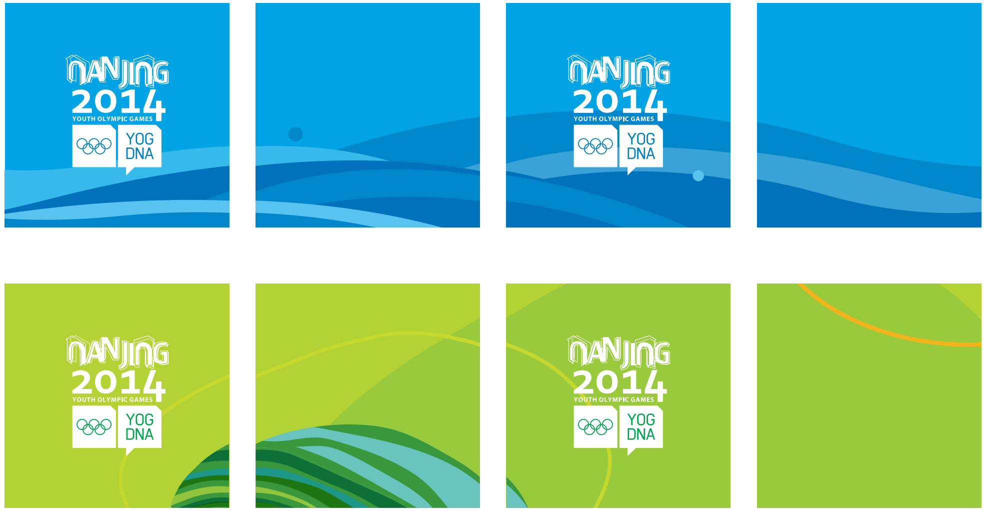
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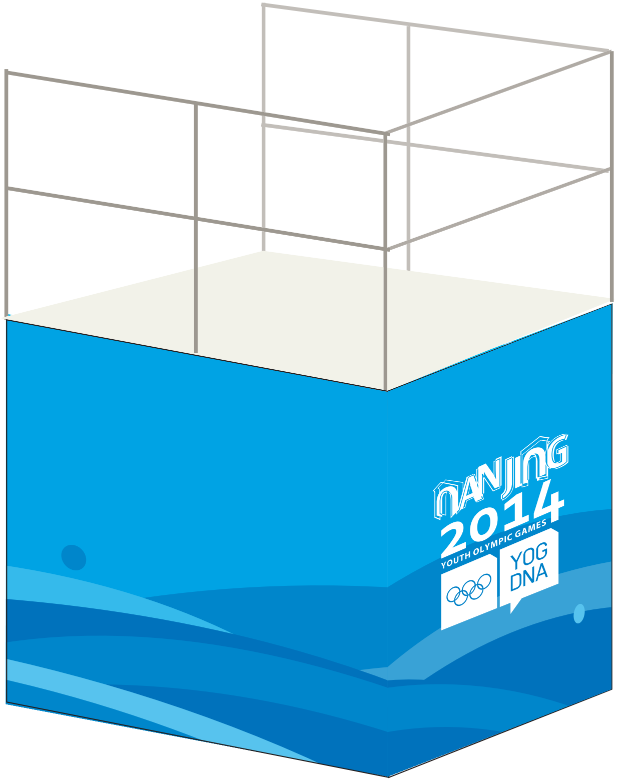
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